

THE DRUG BOOK

By CHARLES AUSTIN BATES

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No.

Issued to

The complete service which this book carries with it will be given on demand at any time after the full subscription price, twenty-five dollars (\$25.00), has been received by the Charles Austin Bates Syndicate.

This service is covered by the coupon book which accompanies the Drug Book. Each coupon book contains :—

- 1 Coupon entitling the holder to a letter of criticism and advice.
- 1 Coupon entitling the holder to a plan for changing from credit to cash.
- 1 Coupon entitling the holder to receive the monthly paper, "GOOD ADVERTISING," for one year.
- 1 Coupon entitling the holder to a book of store rules such as are used by leading houses.
- 1 Coupon entitling the holder to "THE SHOW WINDOW" (monthly), for three months.
- 225 Coupons, each entitling the holder to purchase one single, or half-column, wood-base cut at sixteen (16) cents and postage. Or to double-column or metal-base cuts at the cost stated on the following page.

This book and its accompanying coupons are sold and shipped in only one way — by C. O. D. express, all charges collect, or payment may be sent in advance, in which case the book will be sent by mail, postage paid. The extraordinary privileges we extend to our subscribers make it absolutely impossible for us to burden ourselves with the detail of book-keeping, collections, etc.

The coupons which permit the purchase of single, or half-column, wood-base cuts at sixteen cents and four cents postage, also entitle the holder to single, and half-column, metal-base cuts at twenty-five cents and twelve cents postage; to double-column wood-base cuts at twenty-five cents and sixteen cents postage; to double-column metal-base cuts at sixty cents and forty-eight cents postage.

When cuts are ordered, one coupon must be enclosed for each cut, and the cash, New York draft, stamps, or money-order to cover the cost of cuts and postage, must be enclosed with the order. Orders without cash will not be filled in any case. We are supplying the cuts at the bare cost of making and handling, and we can not add to our expense by bookkeeping.

We strongly urge our subscribers to select a number of cuts to be sent at one time by express, instead of by mail, as the express charges will be less than postage. In this case remit only the cost of the cuts, and pay the express charges on delivery.

It is understood that all the coupons are void unless used before

The Charles Austin Bates Syndicate,
Vanderbilt Building,
New York.

The Drug Book

Edited by

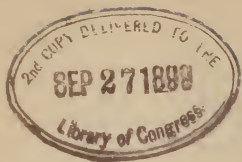
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NEW YORK

The Charles Austin Bates Syndicate

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Apr. 21 '99.

HOW TO ADVERTISE A DRUG STORE.

A good druggist with a good drug store in a good town is a very fortunate man.

There is no business that can be more readily expanded by good advertising, and few, if any, other kinds of business can be made more profitable if judiciously managed.

There are a good many druggists who are persistent, careful, shrewd advertisers, but as a class they have a great deal to learn about advertising. Still there is no lack of capability, and little, if any, lack of willingness to stand in the way of their acquiring a better knowledge and the consequent better results.

The dry goods man and the milliner and others have new fashions and new all-sorts-of-things to talk about, while the druggist, not having anything to do with styles, and not indulging in bargain sales of remnants, is too often at a loss for something new to say. But there are new things to say and one ad need not and should not appear in a paper the second time. And every ad may be bright, and reasonable, and strikingly illustrated.

Here and there, in small towns, are druggists whose stores and patronage have grown, seemingly, all out of proportion to the sizes of their towns, but this is simply the result of good, persistent advertising, and demonstrates the possibility that exists everywhere.

YOU, YOUR CLERKS, AND YOUR GOODS.

You can not be too particular regarding the treatment and general impression that people get when they are once induced to enter your store.

The best and most essential advertising is that which is done inside the store. The newspaper ad comes next. But the qualities of the store and of the goods must be kept on a parity with the claims of the ad, and vice versa.

When you advertise a special sale of some line at reduced prices, these particular goods should be prominently displayed in the store, and the clerks should thoroughly understand the claims of the ad, and every effort made to impress upon those who call in response to the ad that the sale is bona fide in every way. Everything, and every clerk should be saturated with an air of honesty.

Merchants too often advertise something at a special price, and then make an effort at the outset to sell something else on which there is more profit.

The business man can't do business on the one night engagement plan. He must secure the regular, steady patronage of quite a lot of people in order to prosper. And he must give good treatment to transients as well as regular customers in order to grow.

Absolute honesty is a vital business necessity. A little poison would spoil a large quantity of food. A little deceit will take the intrinsic value right out of a large quantity of good advertising. High-grade people might be induced to go to a poor show by high-grade advertising, but they would not stay nor go again.

What Abraham Lincoln applied to a political argument applies to every kind of business, "You may fool all of the people part of the time, and part of the people all the time, but you can't fool all the people all the time."

Politeness is too important to be a second consideration. It goes hand in hand with honesty.

Clerks are human and susceptible to vexations, but they must never display their tempers to customers. If you have a clerk who can not control his temper, the most profitable move you can make is to discharge him.

Occasional harsh words from clerks may cost you thousands of dollars. Friendship is usually built up gradually, but is often broken off abruptly.

If a man patronizes you, and you bestow equal patronage upon him, you might perhaps have a little tilt with him with impunity. But you do not patronize most of your customers. You are under obligations to them. Most customers of any store, when there is no contra-obligation, are very sensitive. The longer they continue to patronize you, the more sensitive they will become. The longer they continue to patronize you, the more they will feel that they should be granted special favors and shown special atten-

tion. They should. Right here is where many men make a mistake. Old customers who are considered sure are often slighted in an effort to be specially polite to a new one. Special cut prices are sometimes offered to the new customer to induce him to come again, while the old customers are charged the maximum price for everything. That is an injustice that often drives away an old customer.

Have lots of light in the store — as much daylight as possible, and plenty of artificial light. The power of light isn't simply to enable one to see to do up packages and make change. You can see to make change on a dark, gloomy day, but you feel better when the sun shines. Light propagates cheerfulness. Have a flood of light, and have everything so clean that the light can not find a dirty corner.

THE NEWSPAPERS.

A great deal more than half of the money you spend for advertising should be with the newspapers.

Through no other medium can you talk to so many people for so little money. Everybody reads the papers, and pretty nearly everybody who reads the papers in which your ads appear will read your ads if you make them attractive and worth reading.

Some of the most successful business men in the United States are patent medicine manufacturers. Their successes are due to newspaper advertising more than to any other one thing. They use circulars, and booklets, and almanacs, to be sure, but only as supplementary features. Every druggist knows a good deal about the great patent medicine concerns, some of which grew up from small retail drug stores, and they ought to be big, inspiring object-lessons to them.

BOOKLETS AND CIRCULARS.

It is not usually profitable to send expensive booklets and circulars promiscuously about town by cheap boys. It is pretty sure to be otherwise. But a careful use of good circulars or booklets is sure to have a wholesome effect.

Every bottle or package that leaves your store should have something included that will advertise *you*.

Druggists send out more advertising matter with parcels than any other class of retailers, but it is mostly other people's advertising. They use the circulars and wrapping paper furnished by patent medicine houses. In many cases this matter is furnished with the druggist's imprint upon it. This will do him some good, but he should have a circular that is distinctly his own to get the best effect from this choice but somewhat limited way of talking to the people.

It is well to occasionally mail an attractive circular to a carefully kept list of customers calling attention to some special feature of your store.

The real careful use of the right kind of a booklet is a profitable investment for most any retailer. But I mean a good deal when I say *real careful use*, and I mean a good deal more when I say the *right kind* of a booklet.

If you have a good store and a good stock and will pay a fair price for a booklet, it is possible to produce one that will be very interesting, and instructive, and handsome, and therefore it will be very good advertising.

Such a booklet should be well illustrated and tell a story about your store and its growth, and interesting things about the manufacture and discovery of some of the most common drugs. A sort of a narrative can be written that will be quite as interesting as some magazine stories, and the effect will be very wholesome indeed.

The ordinary cheap printer can't produce a good booklet. Don't let him try. You might better, ten times over, spend all of your advertising money with the newspapers than to have anything to do with a poor booklet.

Booklets, like people, receive attention exactly in proportion to their real merits.

Dodgers or hand-bills seldom pay anybody but the cheap printer. They may assist the fakir in gathering a rough crowd in the street, but they are certainly beneath the dignity of a reputable druggist.

THE COST OF ADVERTISING.

No one should make any iron-clad rules as to the amount of money he will spend during a coming year. Calculations are advisable, but unalterable rules are not. The more money you spend, the better, so long as every dollar spent comes back and brings a profit with it.

Some men think a hundred dollars a year is a lot of money to spend for advertising. It is if it does n't pay. A thousand dollars, or a hundred thousand, is n't too much if you can spend it profitably.

Everything depends on circumstances. Nobody knows in advance how well any advertising is going to pay, and therefore nobody knows in advance how much to spend, as any one would want to spend just as much as he could profitably.

Don't make a contract to use a certain amount of space each day or week. The newspaper man will probably urge you to do so because it may seem a trifle more convenient to him, but it will not enable you to make the most judicious use of the space.

Every issue of your local paper should contain your ad, but the size and style of it should accord with all sorts of circumstances and conditions that affect your business.

If you make a contract for space, make it for a specified number of lines or inches to be used during six months, or a year. Reserve the rights to use just as little or much in each issue as you choose and to buy more space pro rata.

During extremely bad weather, when people stay at home as closely as possible, it is well to advertise cough cures and grip remedies, and such medicines as the inclement weather would naturally create a demand for, but it would be inconsistent to make a splurge and try to induce the whole population to come to your store just because you have the goods to sell and the clerks to sell them.

An advertiser must study human nature. He must study the effect of the different seasons upon his business. He must study the effect of different kinds of weather within the seasons.

A five-inch ad during good weather might bring more business than a half page ad during bad weather.

Epidemics of disease are not relished by any one, but when they come you should take advantage of them if you have medicines that will prevent, or relieve, or cure them. During such times you can usually increase your space profitably.

All these are reasons why you should not be obligated to use a certain amount of space at any certain time, and why you should feel disposed to supplement your regular appropriation when circumstances indicate that it will probably be found profitable to do so.

If you should be so fortunate as to have all the business you can handle, do not imagine that it will be a stroke of economy to drop your advertising altogether. It may be wise to cut it down, but if you drop it for a while, you will lose ground slowly and surely. And when the loss of the temporary momentum of the previous advertising becomes apparent, you will have lost so much ground that you will find difficulty in regaining it.

WHAT TO SAY.

A great many people, in reading a book, will skip the introduction and the first few chapters in order to start in "where the book tells something." They may not start with a very clear idea of all the characters and scenes, but they can readily catch the thread of the story, and read it for its incident and excitement rather than because of methodical educational inclinations.

People are much the same, perhaps more so, in reading ads. They read them to learn what you have, and what it is for, and what it costs. They don't want too much apology for the quotation of low prices. They want to know the prices. They won't read long-winded introductions that tell nothing.

"Horn-blowing" that is neither instructive nor interesting fills a great deal of valuable space in American newspapers, and seldom, if ever, does any good.

The best ads are those that tell the most with the fewest words. I don't mean that you should not tell a good deal, if you have a good deal to tell.

While short, concise ads are usually preferable, there are instances where ads will be worth five times as much for being five times as long.

People will read a novel that makes a thick volume, if they are interested and entertained, while they will throw aside a short story when half read, if it is not to their liking.

Some of the patent medicine concerns have prospered wonderfully by the use of "readers" that are a half column to two and three columns long. But they make interesting stories out of their medicine talk. They use lots of space because they have lots to say.

One should say enough to bring out a point—an argument. One should not buy a certain space in a paper and

then set about to write an ad that will fill it. He should write a good, clear, logical ad that he thinks will sell his goods, and then he should buy enough space to put the ad in an attractive shape.

The main question is n't how much space you can fill or how little space you can get along with, but it is a question of imparting a knowledge to the public which will result in a cash profit to you.

Advertising is a complex proposition all the way through, and must be considered accordingly.

The moment you begin to establish set rules as to space, and matter, and style, and various other things, you are in danger of getting into an unprofitable, degenerating rut. You will not *necessarily* do so. Rules are often all right, but they must be watched. They may need frequent alterations. Alter them if they do. Rules that were all right in George Washington's day are, in many cases, all wrong to-day. Rules that are right to-day may be wrong to-morrow.

The things to say in an ad are the things you say to a customer in your store. Write just as you talk.

Every now and then a customer comes in and asks you some question about a cough cure, or a blood medicine. You answer. He asks another question. You answer. He asks a third question. You answer. Quite a dialogue ensues. You convince him of something. This happens in every drug store every little while. Just sit down after an incident of this kind, and put the conversation on paper just as it was spoken. Use it for an ad. If it convinces one man, it will convince many more when published. On an occasion of this kind you use the very best argument you know how to use, and you express yourself in plain words that any ordinary person can understand. That is exactly what you should do in every ad.

High-sounding words don't sell goods. It is the argument—the plain, simple, straightforward statement of facts that induces people to buy.

ADVERTISING SPECIAL PREPARATIONS.

Most druggists make a tooth powder, a sarsaparilla, a liniment, or some similar preparations, and try to work up a good local business in them.

When customers call for Sozodont, or Ayers' Sarsaparilla, many druggists smile an engaging smile, and say "I have a preparation of my own here that's just as good, and —."

Substitution is plain, naked dishonesty. Big concerns spend fortunes in working up a business for their preparations, and other people steal their thunder and get the money that legitimately belongs to them.

Substitution, like all other forms of dishonesty, is mighty bad business.

It always creates a bad impression. When a man comes into your store and asks for some particular sort of cough medicine, he has thought the matter over and arrived at the conclusion that he wants that cough medicine and nothing else.

If you urge him to, he will take your cough medicine — he can't very well refuse. But he will go away feeling that he did n't get his money's worth — that he has had something foisted upon him that he did n't want and does n't need.

He will go away nursing a half unconscious hope that your cough medicine will fail to do him any good, so that he will have good and sufficient ground for disliking and distrusting you forevermore.

That isn't just the way you want people to feel toward you, is it?

The truly wise druggist is he who gives people thoroughly to understand that he never substitutes.

A druggist who will try to substitute something else for the preparation his customer calls for, must not complain if people suspect him of substituting in compounding his prescriptions, and that sort of a reputation will kill a druggist quicker and deader than any other one thing.

By all means have your own preparations. Have a lot of them, and make them as good as you know how.

But advertise them and sell them for what they are. Let each stand on its own bottom — let each sell on its own merits.

You can profitably advertise your preparations, and legitimately secure all the business you ought to have, without substitution, and without boosting your article up by running others down.

You are right on your own ground. Nobody can really compete with you. If you make a cough syrup, for

instance, you can afford to advertise it more in your town than any outsider can advertise his.

There's only one profit to be made on your cough syrup, and you get it all. Mr. Outsider has to divide his profit up into two or three parts.

Besides, he has only one string to his bow. He has nothing to advertise but his cough syrup. You have your store to advertise. Every time you advertise your cough syrup well, you advertise your store well. Every time you induce somebody to come in and buy cough syrup, you are getting your hooks into a new customer, or getting an opportunity to sell the other things you want to sell.

A good proportion of your usual advertising space may be very profitably used in seasonable advertisements of your preparations.

Tell all about them, what they are good for, how you know they are good, and why they can't help being good.

Here are some of the points you should bring out in your advertising.

"I make this cough syrup myself.

"I know precisely what goes into every bottle of it.

"I use none but the very purest, freshest, and most reliable drugs.

"I make it in small quantities. When you buy it you get it as it ought to be — it has n't lost all its virtues by standing around on shelves and in warehouses for months or years.

"There is n't anything theoretical about it. It is the result of long and careful study, and experiment.

"It is compounded of just the right proportion of the drugs having just the proper curative qualities.

"It not only ought to cure — it positively does cure.

"I don't urge its sale just because I make it myself. I recommend it because I am thoroughly convinced that it is the best cough syrup made.

"It has cured many severe cases that would not yield to any other remedy.

"I confidently advise you to use it because I know it has cured and will cure.

"There is n't any great secret about cough medicines. Any pharmacist knows what the leading cough medicines are made of, and just how they are made. I make what I believe to be a far better cough medicine than any other that ever came to my notice.

“ You know that I use none but the best drugs—that I use the utmost care in compounding everything that goes out of my store. When you buy a medicine of my preparation, you can feel perfectly secure

“ If it is n't what I claim it is, I'm right here on the spot where you can get hold of me, not away off in Boston or New York out of your reach. If anything you buy of me is n't right, you know you can always get your money back by asking for it.”

And so on, ad infinitum.

Here is cough syrup material enough to make good ads for a year, but don't make the mistake of trying to get them all into one little newspaper ad.

Take your special preparation and get down to the bottom of it just the way I have gone down into your hypothetical cough syrup, only a good deal deeper.

Get up a series of strong, convincing ads dilating upon its points of superiority, one or two at a time. Have them well displayed in the right newspaper, and you will sell your preparation without having the sin of substitution on your conscience, or jeopardizing your reputation.

When you get out booklets for distribution, — as every good druggist should, — give your preparations a liberal space in it. Tell all about them, just as if you were replying to inquiries about them across your counter.

They deserve it — there 's money in them.

If you've been keeping them in the background, and apologetically bringing them out as if you were ashamed of them, you have been doing them, your store, and yourself, a grave injustice.

You have just as much right to make a medicine as anybody else has.

You have a better right to the trade in your own town than anybody else can possibly have.

Get that trade by all means — but come out and claim it in a straightforward, business-like way.

DISPLAY.

Too much of a great many things is often worse than not enough. This is particularly true of display in ads.

No display at all is far better than too much, but there is n't very much sense in aiming to do a thing wrong in one way for fear of doing it wrong in another way.

The best ad, from a typographical point of view, is the simplest. It does n't take very much judgment to set a plain, simple ad, but you must bear in mind that not more than one printer in a hundred seems to have any judgment at all on this point. You must instruct your printer.

Most printing offices have a large number of different kinds and sizes of type, and a lot of ugly creations called "ornaments" and "embellishments," which ought never to have been made. The average printer will invariably, unless explicitly instructed otherwise, use as many of these things as possible in each ad. He has mechanical ingenuity, and wants to show it. He admires his bad production just for the same reason that the mother of the homeliest baby on earth thinks she has the prettiest baby on earth.

Don't let a printer tell you what kind of an ad you should have. He does n't know. You will get the best results to use your own judgment, even though it may be faulty at times, and insist upon having your ads set just as you want them.

Display is for the purpose of arresting attention — *not* for the purpose of emphasizing every other line. It is necessary to use logic rather than black type to make a deep impression upon the minds of the readers.

Never allow more than three styles of type to be used in an ad. It is better, in most cases, to stick to one or two styles.

Only a very large ad will justify the use of more than three or four display lines, and in most ads one or two lines only should be used.

The main object of a display line is to induce people to read the part of the ad that is not displayed, but there are instances where a display line does a certain amount of advertising even when the accompanying undisplayed matter is not read. The line "Hood's Sarsaparilla" is an example. The name is kept before the people, and has its effect, but it is probable that the sales of the sarsaparilla are mostly due to the argument that people are sooner or later induced to read by seeing the name so often.

Illustrations are better than display lines. I don't mean that I would discard display lines altogether, but I would use them very sparingly, and use illustrations very liberally.

An attractive, appropriate picture is the very best thing to induce people to read an ad. It puts life into an ad, and increases its pulling power very materially. I believe it would pay every druggist to use a new, striking illustra-

tion in every ad. This is one of the very few instances where rules may be applied to advertising.

A very common error that many printers make is that of printing the advertiser's name in very large type—often larger than any other line in the ad. Personal prominence isn't the object of the ad, and it doesn't help to sell the goods. Bold-face pica is large enough for the signature of most any ad.

Here are three excellent ads as examples of proper display.



"Always giving
the best goods for
the least money."

PURITY

**Rises from "The Owl's" mortar, up-
holding its standard, that ail may see.**

While other druggists in the city are advancing prices, "The Owl," true to the implicit confidence the public has so generously accorded, continues to sell at the remarkable cut prices that have made it famous. While the war is making drugs higher everywhere else, the drug war in K. C. is making them cheaper to you. At the least calculation, we are saving the people of Kansas City \$430 every day of the year. We are protecting you from war prices and we want you to help us by your patronage. Let us be your druggists. Some sample cut prices:

<i>Castoria</i>	20c
<i>Schlitz Malt</i>	15c
<i>Lydia Pinkham Compound</i>	65c
<i>Malted Milk</i>	40c
<i>Condensed Milk (Eagle)</i>	15c
<i>Mellin's Food (large)</i>	60c

Headquarters in Kansas City for Fine Perfumes, Toilet Waters, Soaps, Face Powders, Tooth Brushes, Hair Brushes, Bath Brushes, Pocket-books, Chamois, Skins, Sponges, Stationery, Rubber Goods, etc. Remember, everything in this great cut rate drug store is *genuine*. Even the smallest child may come and get what he wants as well as a grown person. Bring us your prescriptions.

THE OWL

CUT RATE DRUG STORE.

920 MAIN STREET.

“The Owl” is not beyond criticism, but, on the whole, it is uncommonly meritorious.



Absolute Accuracy

is an absolute certainty if you have your prescriptions compounded here.

While we sell drugs at very moderate prices, we don't let any demand for low prices have any bearing upon the quality we buy.

We can't afford it.

You can't afford it.

Economy is all right, but it is n't economy to look for bargain sales when one's health is at stake. The purest drugs cost a little more than impure productions, but in effect they may be ten thousand times cheaper.

You may depend upon it that you won't pay too much here.

ALEXANDER SMITH & CO.,

919 Sixth Avenue.

The illustration is unique and appropriate. The display is simple, and, if the signature were smaller

and one or two less kinds of type used, it would be just about perfect.

The light border is just light enough and just heavy enough.

Smith's Cough Syrup



is a combination of pure drugs that have been found to be the most effective for the immediate relief and quick curing of throat and lung disorders.

There is no "new discovery" about it. It is simply a combination found to be the best as a result of the experiments that have been going on for a century. All the physicians in the world have had colds to treat, and no matter what they call the medicines they administer, they are sure to possess some, if not all, of the elements in Smith's Cough Syrup; that is, of course, provided that they are competent and do the best they can.

When you buy Smith's, you may depend upon it that you are getting a standard medicine about which there is no mystery, and which is the best that modern knowledge can produce.

50c a bottle.

SMITH'S PRESCRIPTION STORE.

This ad also illustrates an excellent and powerful method of pulling business with little expense for advertising—that of offering some of the most extensively advertised patent medicines at cut prices. Most druggists want to make the full profit on patent medicines, and when some one makes a decided cut, he has a decided advantage. He gets the benefit of an enormous amount of advertising done by the manufacturers. He does n't have to tell people what Castoria is nor what it is for. He saves all that expense. The demand has already been created. He simply has to make the mere announcement that he is selling

Castoria at so much a bottle. Of course if one is going to make much of a stir in this direction, he will have to cut off all his profit,—it may pay to cut off even a little more than all the profit on some well-known remedy, —but such a course will bring people to his store. And they usually want more than one thing at a time — especially the farmers who are not in town every day. The profit lies in the sale of the other things at full price.

Even if people do come in response to the ad, and only buy the article on which one makes no profit, they will be pleased, and that is worth a lot. That is good advertising. They will come again. This is certainly a judicious method of gaining new customers.

The Alexander Smith & Co. ad shows the best style of display and illustration for a small single-column ad.

Any attempt to give this ad more prominence by the use of more display lines would injure it.

Notice how well the cut indicates the “absolute accuracy” about which the ad tells.

The Smith Prescription Store ad shows a style of display for double-column ads.

The specimens all show the effectiveness of simple display and plain, straight-to-the-point argument.

“MONEY BACK IF YOU WANT IT.”

Every one claims to be strictly honest, but not every one is willing to back up the claim. Not by an affidavit, nor by a letter in support of one's character from a minister of the gospel, but by the plain, simple, equitable rule of offering to return the money for any goods that may prove unsatisfactory.

It is not likely that you will often be called upon to return any money, but your willingness to do so will have a very valuable effect continually.

If you don't argue, and cheerfully return money for goods,—even when you think you are being imposed upon,—the man who gets his money back probably won't say very much about it, but if you should refuse to adjust the matter, he would, nine times out of ten, say enough mean things to do you considerable damage.

Again, it is worth something to you to know when people are displeased, and why, as it enables you to look into the matter, and give better service to other people.

“Money back if you want it” should have a place in many of your ads.

Of course you will encounter some unreasonable people who return partly used bottles of medicine which will be a total loss to you, but the loss, on the whole, will be very light. Should it be otherwise, it would indicate that there is something radically wrong with the goods you are handling. And if it is necessary to pay considerable to find out that you are way off on a side-track, you should certainly pay that considerable for that necessary knowledge.

WINDOW DISPLAY.

Your window can be made to do a lot of selling for you. On the other hand, carelessness often results in making a window positively repulsive. Nothing will impair the development of a business and handicap the work of newspaper advertising more quickly than a careless display of goods which are enveloped in an accumulation of dirt. And yet repulsive windows are surprisingly numerous, especially in small towns.

The best window display is that which brings in the most buyers.

Beauty is desirable just so long as it does not detract from the selling power of a display.

A wax Santa Claus and a lot of oil-paintings of chimney tops may make a pretty window display. It may be appropriate to the season. It will attract the attention of many children and some grown people. But will it sell drugs? Will it cause people to come in and buy Lydia Pinkham's Compound at sixty-five cents for a one dollar bottle?—No. It may do some good, but it won't do the most good.

The best display that can be made is one which exhibits the goods you sell and the prices which you ask for them.

But not too many kinds of goods at a time. Very few. One thing at a time is usually the best.

Bear in mind that, while many people will stop to look at a display, there are many more who will give it only a passing glance. You want to make an impression on every one. A quick impression. Your display should be so that “he who runs may read.”

If you sell Ayer's Cherry Pectoral, you can profitably give up a whole window to a display of bottles of that one

remedy, with a show-card giving the price. If you are making a cut on it, so much the better.

Let the display stand for one day, or two days, or a week, but not too long. Then make a display of some other one article that you want to push.

Change frequently. Put price cards on each display.

Avoid inconsistencies.

Don't try to make a comic newspaper out of your window display. For example: It might be a little funny to put a bottle of whisky and a bottle of liquor-habit cure alongside, and adorn them with a card reading: "Either at a dollar a bottle." Don't do it. It would be looked upon as a reflection upon the man who buys whisky for moderate use, and it certainly would not please the man who thinks he needs a will-power stimulant. Besides, it would imply a hypocritical disposition. It would be much like trying to be a republican, and a democrat, and a populist, and a prohibitionist all at the same time so as to "stand in" with everybody.

Leave the funny things out of the ad and out of the window.

People too often forget that all kinds of advertising is a dollars-and-cents business proposition, and not a matter of form. Perhaps I should not say that they really forget it, but they run off on to so many side-tracks that I am impressed that way.

Remember that newspaper advertising is one cog in a wheel, and that window display is another cog, and the efficiency and politeness of clerks another, and so on, and that no machine will run smoothly with a broken or missing cog.

There must necessarily be more or less friction in any machine, and the man that gets along the best is he who watches constantly, and uses his best judgment as to when and where to apply a lubricant, and what kind of a lubricant to apply.

Ready-Made Ads for Busy Merchants

The following pages of ready-made, illustrated ads will be found invaluable. They are so varied that something appropriate will be found for almost any occasion.

You can use the cuts with the matter as shown, or the cuts with original matter of your own. Again you will find the ad matter, with or without alterations or additions, suitable to use without the cuts if you so desire. All sorts of combinations of cuts and matter can be made.

When you want cuts, order them *by number only*. The prices and postage rates appear on inside of front cover.

These ads are printed on one side of leaves only, with plenty of room below them, so that you can add prices, signature, etc., and then tear out the page to send to the printer. Thus the preparation of a daily or weekly ad of the very best kind is a matter of only a few moments' work.



The Most Important

purchase which you ever have to make is the prescription for the dear one who is ill. We want you to come to us to have your prescriptions filled because we keep none but fresh drugs, and because we are accurate to a drop in making them up. Though the price is a secondary matter, we want you to understand that it is never a penny too high.



You Need Never Ask Us

if a thing is "the best."
The fact that we sell it answers that question.

Physicians generally know this, and for that reason our prescription business is large.



The Price of a Life

is sometimes included in a prescription that costs fifty cents. Maybe first grade drugs would just barely cure, and second grade drugs prove just a trifle too weak. Life sometimes hangs by a hair, and that hair may be the quality of a single drug. We buy only the highest grades, irrespective of cost. In the filling of prescriptions, profits are the last things we think of.



At This Drug Store

you'll always be sure of finding what you want, and sure that you're getting just what you ask for.

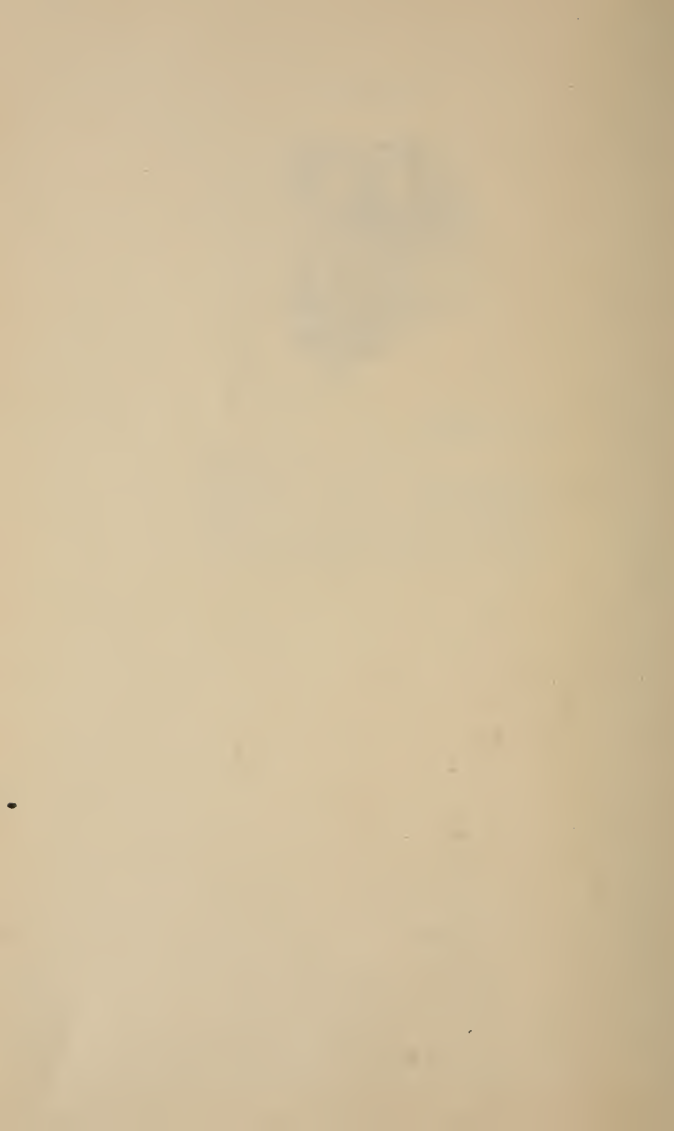
We never substitute—imitations and adulterations can never get into this store.

It's worth a great deal to be sure of such things—but it doesn't cost you anything.



In No Other

line is such strict attention demanded as in the compounding of prescriptions. In order to avoid the disastrous result entailed by carelessness, we employ none but the most reliable clerks. If we compound your medicines for you, you can rely upon their accuracy.





Signs of Spring.

If you watch a drug store, you can always tell when spring is coming. People begin to buy sarsaparilla, and garden seeds, and paint. We don't care how soon they begin to come now. We have all the various spring medicines, a good assortment of live garden seeds, and paint enough to paint the town.



This Card

represents the foundation of our business — the corner-stone of our success.

That word "carefully" means a great many things. It means that we are careful to have none but the purest and freshest drugs — careful that every prescription gets just exactly what it calls for — so careful that an error is impossible.

Isn't this the kind of a drug store you've been looking for?



Sizzle !

The hot days are here with all their sizzling unpleasantness — only one pleasant sizzle among them, and that's the soda water, that cool, refreshing, healthful drink. Folks are learning to drink soda water all the year round. The gas in it is a good stomach tonic, and soothing to the nerves, to say nothing of the delicious flavors of the syrups.



For That Bald Spot.

The time to check baldness is when it first begins to make its unwelcome appearance. The thing to check it with is _____.

_____ is a natural scalp food. It not only stops the hair from coming out, it makes new hair grow where it has fallen out. Try it — it's only _____.



Send the Children.

We treat them just as well, if not better, than grown folks. Whatever they get here will be just right. This is a careful place. Only the best is good enough for sick folks; nothing but the best can be had here.

We make a specialty of prescriptions.



Father Time

seems ever on the alert for thin-haired people, and if the hair is at all neglected, he quickly shaves off what little there is. The condition of the roots determines the health of the hair. They are its blood, heart, and lungs. Their condition makes the hair thin and dry, or soft and thick. ———Hair Tonic is a food for the roots. It makes them strong and full of life, and in so doing, brightens the hair, makes it thick and soft. It is a thoroughly scientific preparation, the result of years of study. Price

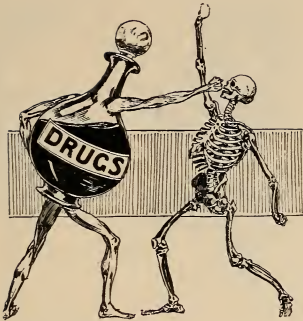




Only the Purest Drugs

are good enough for sick people. They can't afford to experiment. Poor or stale drugs are worse than none.

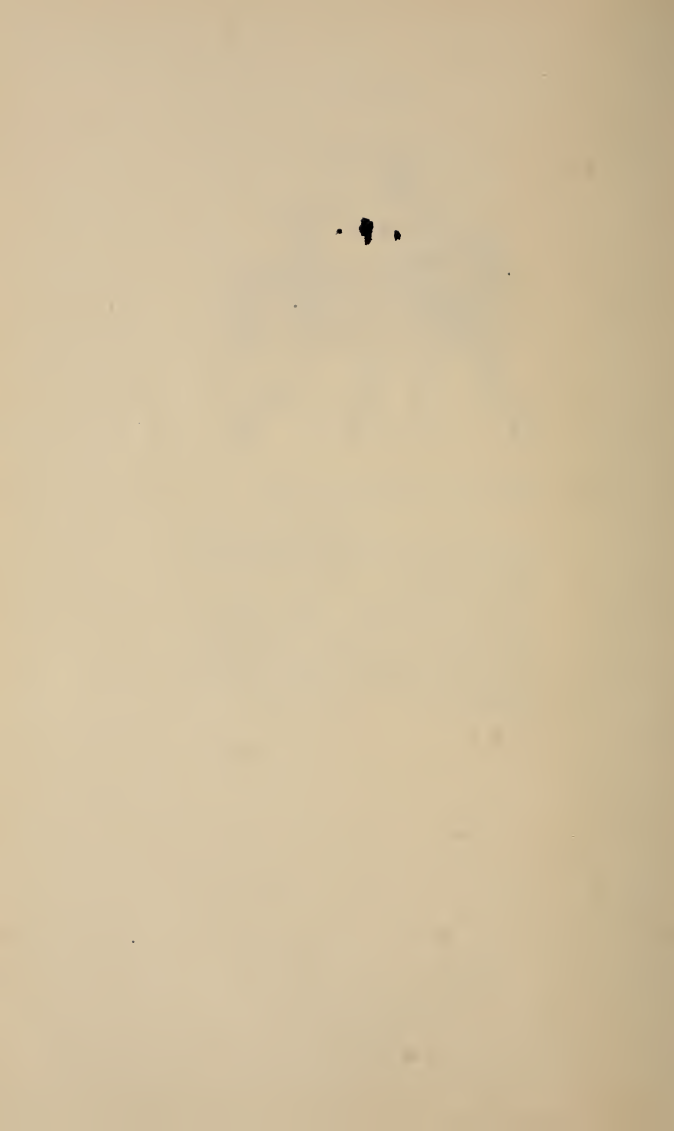
You may safely trust your prescriptions with us. We make a specialty of this work, and are proud of the success we have achieved. Doctors appreciate the accuracy and care with which their prescriptions are compounded, and that accounts for our large trade.



There is a Powerful Grip

in death's bony fingers, and unless fresh, live drugs get him by the throat, the chances are he'll get the upper hand.

We wouldn't sell a drug which we knew to be impure or stale under any circumstances. We make a specialty of prescriptions, and every one brought here is compounded with as much care and thought as though we were going to take it ourselves.



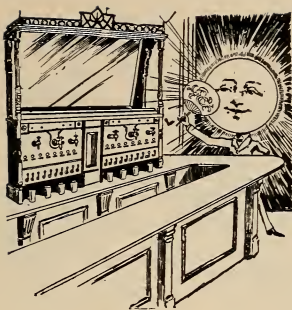


Life or Death

is often rolled up in a prescription. The greatest doctor in the world may write it, but if the druggist does n't do his part, or does it wrong, the doctor is useless.

We don't claim any extraordinary virtue, but we can truthfully say that compounding prescriptions is the work we do best in life. It is n't a little thing either. Every drug must be perfectly fresh—directions followed with scrupulous care. Bring us your prescriptions.

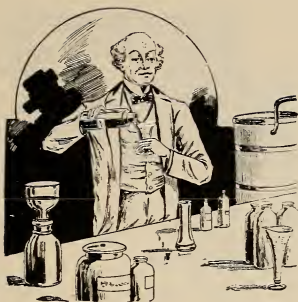
No. 2902.



Let Us Help You

fight the heat. Never pass here without dropping in for a glass of our cold soda.

No better soda on earth — cold, refreshing, and wholesome. The best materials and the most intelligent handling makes perfection.

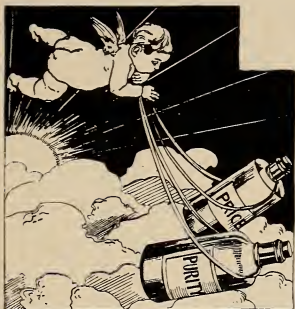


Absolute Safety.

Bring your prescriptions here for the same reason you send for the best physician when one of your family is ill—to be absolutely safe.

Not only are our drugs the very purest and freshest in the market, not only do we give every prescription the exact amount of precisely the drugs it calls for, but we never make mistakes.

Errors are impossible; our elaborate checking system positively prevents them.



Here is a Pair

you rarely find yoked together — absolutely pure drugs and reasonable prices.

Our drugs are always pure. We buy none but the best, and we buy in small quantities so that they are always fresh and of full strength.

Our prices are modest because we are satisfied with one profit — we don't want half a dozen profits on one sale.



It's Healthful, But

it's awfully hard on velvety skins. A beautiful skin is a maiden's most valuable possession. With it she can scorn glorious hair and Grecian features, and still be a charming girl.

We keep all the helps to beauty. Powder, perfume, lotions, for sunburn and freckles — everything a girl could possibly need to make her prettier — and just now — when these helps are needed most, the prices are the smallest.

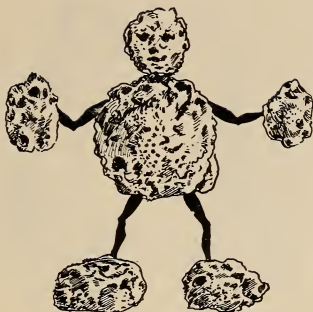
No. 2906.



Have One With Us.

It will serve as an introduction, and pills are n't unpleasant to take.

We want your drug trade. We want you to come to us every time you have an ache or a pain, or a prescription to be filled. We want to supply you with big soft sponges, toilet water, perfume — anything in our line that you need. We want you to feel that no one else can serve you as well as we can, and you will think so if you will give us a chance to do the serving.



Doctor Sponge

has very large practise, but it would be much larger if people only knew what an excellent physician he is generally, and how very moderate are his charges. Those who do know him thoroughly, could n't be induced to give him up. He comes in all sizes and at all prices — you may buy a big, soft, spongy sponge for —, and you may buy a tiny, soft, spongy sponge for —. You may also get soft, spongy sponges in different sizes and prices between these. Try one at your bath to-morrow — try one on the baby — use it for everything.



Putting up a Prescription

is careful work. De-
crepit, aged drugs won't do. They must
be young and fresh—full of life and
strength for the sick.

They must be pure, and they must be
carefully put together. Too much of this
and not enough of that won't do.

We make a speciality of putting up
prescriptions—we can do it better than
the man who does n't make a speciality of
it. If you want careful, thoughtful
work, come to——

No. 2909.



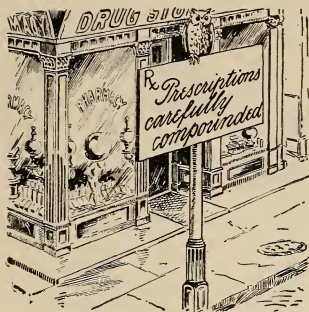
If You Had a Rose Bush,

and each rose kept its perfume in a little bottle in the center, it would be no sweeter, purer, or more lasting than the following perfume we offer you. Your favorite odor is sure to be here, for our stock embraces almost every known good perfume.



Old Sol

all summer long has been busy painting the white skin of the summer girls a dark hue which smacks decidedly of our first ancestors. However effective and correct tan may be in summer, it is decidedly out of place now. Instead of enhancing the beauty of the skin, dainty party frocks only serve to show up its firm darkness. We have here a tan remover that would remove the tan from anything — not all at once, of course, but gradually, leaving the skin smooth, firm, and white. It is perfectly harmless, and the price is — .



Our Prescription.

We prescribe, as a measure insuring your health and safety, frequent visits to this drug store. Come to us for everything in our line. Bring the doctor's prescriptions all to us—you'll get only the best and purest drugs, and the kind of service that never makes mistakes.



If You Feel Languid

and thoroughly tired out after very slight exertion, it shows that your blood is thin and impoverished, and the action of your heart weak.

Take our ——; it will purify, enrich, and vitalize your blood, and put your whole system in a healthy condition.

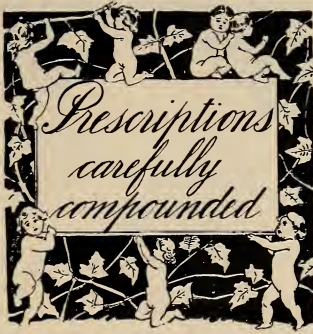
Only —— a bottle.



Puff---Puff.

We wonder if every time the powder puff is used, the fair user stops to think what she is using. There is a quality in powder puffs as well as in powder. We sell a fluffy, downy, cleanly little affair for \$——. Prices run up as high as——.

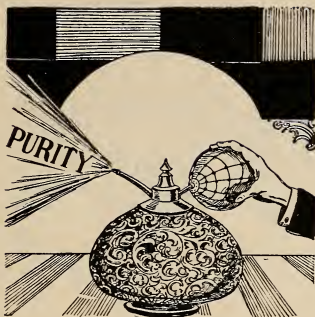
Other aids and articles for the toilet at prices as favorable.



We Want

your prescription trade. We think we deserve it. We have spent time and money perfecting this branch of our business. It is n't an easy thing to compound a prescription; it requires care and brains; it requires accuracy and practise. A man can't think of business, and accurately measure five drops of this and ten drops of that, and so on. We have had experience, long and varied.

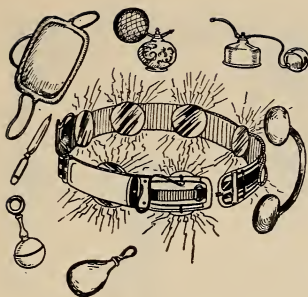
We want your prescription trade.



Purity in Drugs

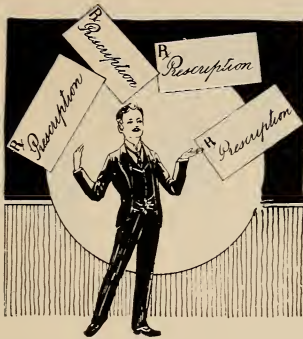
is an absolute necessity ; that is, if you care for your health. The slightest impurity in a drug may be the cause of much harm. We are very particular about our drugs. They are not only pure but fresh. We won't keep an inferior article in our store. If you are looking for high-grade drugs, come to us.

No. 2917.



We Keep Everything

that a good drug store should keep. We charge no more than we have to for anything bought here. We realize that a drug store has a great deal of power for good or evil. We realize its responsibility. If you're after this kind of a drug store, we want your trade.



We Don't Juggle

with prescriptions. We have experienced, competent clerks, who realize their responsibility. In asking for your prescription trade, we feel that we are amply prepared to meet every requirement. We are careful, we are accurate, we are honest; and we pride ourselves on our promptness. If you are not perfectly satisfied where you have been dealing, we should be pleased to serve you.



The Elixir of Life

is a mythical compound, of course ——— comes about as near to it as anything we know of. It will make the young well and strong, and it will make the old young and strong. It does this by strengthening the digestion and nerves—by making pure red blood. We don't know anything better for debilitated men and women. It is not a cure-all—it is not intended for any special disease. It simply goes to work in nature's way to strengthen every organ in the human body. Price ———.



Thanksgiving Will Soon be Here.

Every man, woman, and child, who is n't feeling in the best of spirits, should hie him to a reliable druggist's for a bottle of ———. It will make him strong and well and able to enjoy the feast. We can conscientiously give it a strong recommendation.

One doesn't need to be really sick to be benefited by ———. The price is ———.



When You Take Medicine

you don't know what you are taking. You place implicit confidence in the physician who prescribed it and the druggist who compounded it. We realize this fully, and act accordingly. We want you to have every confidence in us—we want your prescription trade. We have made a specialty of this line—we will appreciate your trust.



Most of the Best People

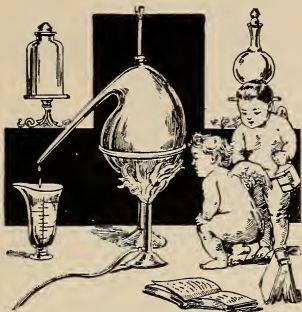
take no chances when they have prescriptions to be filled. They come to us. We employ none but the most careful and trustworthy clerks in our prescription department, and you can rely upon them to fill your prescriptions accurately, and with the very best and purest drugs that can be secured in the world.

No. 2923.



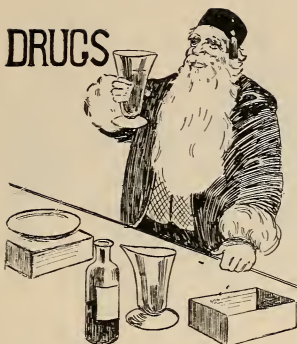
Christmas Dainties

are many at this drug store. Santa Claus has been in. Have you? Better come in if you have n't. We have a fine line of fancy soaps, stationery, candy, perfumes, and fancy toilet articles. All kinds of goods at all kinds of prices — except high.



We Are Never a Drop

out of the way in making up prescriptions. We could n't afford to be. We have to be absolutely accurate. It is a matter of keeping your patronage, and we are in business to stay. For the same reason our drugs are fresh and our prices right.



Where Is There a Better Place

for buying gifts than a drug store? Where are goods so varied, so dainty, so inexpensive, and so acceptable?

We would be willing to guarantee that every gift brought from a drug store would reach the recipient's heart. You can't go amiss if you choose here.



Helpful Holiday Hints.

Begin your Christmas buying here. We have a superb line of those dainty articles of use and ornament that make the most appropriate and welcome Christmas gifts. Fancy goods and toilet articles are here in great variety, and all at the very lowest prices.

Here are some examples :



Much Depends Upon

the doctor, but more on the drugs and the druggist. We insist on having our supplies absolutely pure and of the highest grade. Our prescription department is in the hands of a man of experience. We do not tolerate carelessness.

We have a full supply of druggist's sundries and toilet articles.

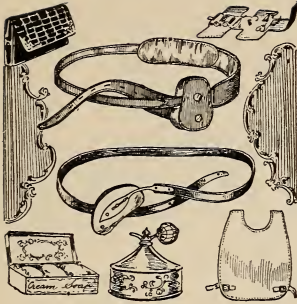


All These and Many Other

articles of every-day necessity are here in great variety. Every article is the best of its kind, and every price is the lowest for the value.

Come to us for the "little things" needful, the toilet articles, and the like. They are little things to you, but not to us. Everything in our stock is selected with the same conscientious care, no matter how small the price may be.

No. 2930.



This Fact Deserves Emphasis.

We are selling more different classes of goods than we have ever handled before.

Each year we find new improvements in the goods we sell, and we make it our business always to be in possession of the latest improvements. In our prescription department, you will find accurate, painstaking clerks, who will wait upon you politely, and fill your prescriptions promptly and with the utmost care.



Very Often

you can be supplied much more satisfactorily in the way of toilet articles at a drug store than at the regular department stores. We carry a very complete line of soaps, perfumes, tooth-brushes, combs, brushes, etc.

By the by, perhaps you would like one of our — tooth brushes. The bristles are very good quality. We do not think you can duplicate it in — .

No. 2932.



The Best Medicine

for nine tenths of all sickness is a thorough laxative. Citrate of magnesia is as pleasant to take as lemonade, and is as effective as the strongest purgatives. It's a simple thing, but a good one. We put it up ourselves, so you can depend on it.



Everything Is Certain

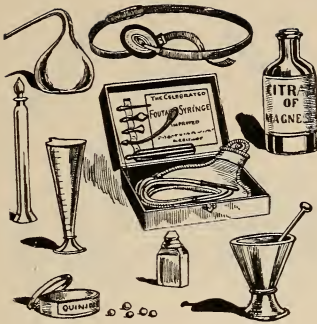
about chemistry nowadays. There are no ridiculous ingredients used such as toads' livers and serpents' eyes. We know just what effect on the human system each drug will have. In making up our proprietary articles we add care to science, and produce remedies that will do their work.



“The Saver.”

That is what we call the hot-water bag. It has often kept a person alive until a physician could be summoned. Every family should have one. A hot-water bag costs little. Ours holds water without leaking.

No. 2935.



When You Need a Physician,

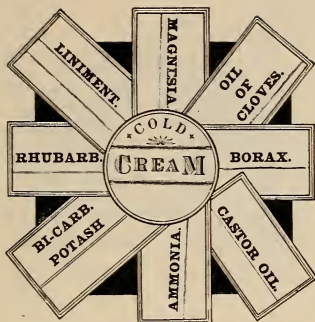
we will come in handy, because this is the best drug store to which you can send your prescription. When you don't need a physician, we can fill your wants in the right way at the right price. We are always useful.

No. 2936.



The Cheapest and Best

remedy for a cough or cold is licorice. Its soothing properties are exactly what is needed by the roughened and irritated membranes of the throat. We sell none but the very purest and best licorice. We sell it in all shapes — lozenges, sticks, and pellets.



We Cure the Ills

that flesh is heir to. We make a specialty of killing colds at this season. Our prescription department is thoroughly equipped, and the drugs are high grade in every respect. We sell toilet requisites and everything that you would expect to find in a first-class drug store.



“Happy Eastertide”

has its little flaws, just as any other holiday session. Perhaps your new Spring clothes are a trifle light for chilly nights, and you have caught a cold. We can banish it overnight. We will fill your doctor's prescription according to his directions. Our drugs and medicines have very ordinary names, but the qualities are extraordinary. We charge only a living profit.



Purity

in drugs is as essential to life and health as expert knowledge of medicine is in the preparation of a doctor's prescription. The freshness and absolute purity of our drugs and medicines have done as much for our reputation as the care and attention we give to our prescription department.



The Drug Store

is the one place on earth where it is unsafe to look for "bargains." If you are satisfied with getting the worth of your money—the best medicine it is possible to compound from the highest grade drugs, and the services of an experienced pharmacist—you will send your doctor's prescriptions here.



The Stranger

is as welcome as the steady customer. Our business is to compound medicines and sell drugs, and not to discriminate between patrons. Our prescription work is without a peer; it has brought us customers from miles. The drugs we use are warranted absolutely pure and fresh.



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Strength and Purity

are essentials that the careful druggist never overlooks. In the compounding of prescriptions we consider quality first, last, and all the time. We personally attend to the preparation of all medicines. A careful record is kept of each prescription filled by us.



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Graduated Pharmacists,

long experience, skill, pure drugs, and politeness are the foundation stones of a drug store's success. Ever since we have been in business, this store has been noted for the fine points that would appeal to a critical public. Our prescription work has our personal and prompt attention.



Seedless Strawberries

would be tempting morsels, seven days a week. Our soda is really liquid fruit, served in the most delicious manner possible to man. Soda water, as we have made it, is made to touch the thirsty spot in a very delightful way.



The Ideal Drug Store

is the drug store where your doctor's prescription is handled with care and dispatch, where the best drugs are used, and where the proprietary articles are sold for what they are, and sold at fair prices. You will find that we have mastered the art of running a drug store in the easiest possible way.



The Great Demand

for our Soda Water tells us that we were right in thinking we had the right kind. You can not get better, and you might do worse. Our soda is the popular drink in this town because it lubricates the thirsty spots as no other beverage will. Healthful and tonic qualities in every drop.



COPYRIGHT 18

Get Well

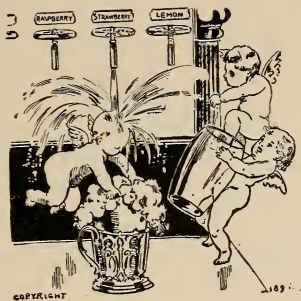
in the simplest, easiest, quickest manner, by getting your drugs and medicines from us. If you want ordinary remedies for ordinary ills, at ordinary cost, have us minister to your wants. If you want a special remedy, prescribed by your doctor, you will be sure of getting just what the prescription calls for—and the best of it—when you get it here. Popular prices.

No. 2949.



Buying Here

insures your getting just what you want at just the price you feel you ought to pay. Our popular price system has demonstrated that the best drugs can be profitably sold at a fair price, and we have extended this system to the Prescription Department.



The Cooling Influence

of our soda is at once apparent, and it goes directly to the thirsty spot in a most delightful way. Bright, sparkling, bubbling, with bracing strength and lasting vigor, there is tone and health in every drop. Pure fruit juices only, and all the flavors.

No. 2951.



It Does Not Pay

to be too economical, when your health is at stake. You can not afford to buy drugs and medicines costing less than we are asking, and we can not afford to go a penny lower than the price we charge. Prescriptions compounded by skilled pharmacists only.

No. 2952.



**Come in and
Refresh Yourself**

after a long walk, or
after a day's tiresome shopping. Our
frigid soda will brace you up, and quiet
your nerves as nothing else will. As de-
licious as it is refreshing, and better than
what you find in nine places out of ten.



When You Buy a Sponge

from us, you get just the kind of a sponge you want, at just the price you want to pay. We are especially strong on sponges, and the knowledge we have of the article is knowledge that is worth money to you.

No. 2954.



Hot Weather Knocked Out.

When the weather makes you feel that you have nothing to live for, drink a glass of our soda, and rejuvenate. It will make you feel like another person, and you will feel bound to treat the "other one." Then you'll be all right for the rest of the day.



Great Care is Necessary

in the compounding of prescriptions. The slightest error might prove fatal to the patient. We use science as well as care in the compounding of our prescriptions. Only good, fresh drugs are used, and the result is quick cure.



The First Taste

of our soda will convince you that it is the best that can be had in this town. If you are tired, and need bracing up, try a glass of it. It will refresh you quicker than any drink you can get in the summer. It is made of pure soda, flavored with rich fruit juices. It is just cold enough to be pleasant. Can you imagine anything better than that?

No. 2957.



You Need a Tonic

these hot days. We have a preparation which is absolutely harmless, and builds the system up in a healthy, natural manner. It will make you enjoy Summer.

No. 2958.



If You are Tired

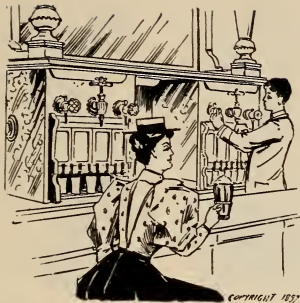
after the ride, get a glass of soda. It is just the thing to brace you up. It is made of pure carbonated water, flavored with rich fruit syrups. Cleanliness is one of the good points about our soda, and the fountain. You can't expect to get pure soda at a fountain where everything is untidy.

No. 2959.



We'll Take Care

of your prescription,
and fill it with accuracy and promptness.
We make a specialty of filling prescriptions,
and every drug that is used is pure and fresh.
We will help your patient to a speedy recovery.



Soda Days

are nearly past. Don't miss the best soda in town. By "best" we mean pure soda, flavored with delicious fruit syrups and served just cold enough to touch your thirsty spot.



Selling Tooth Preparations

is as important as making up prescriptions—at least we deem it so. We know how much the teeth may be harmed by poor powders, etc.

No. 2962.



**A Refreshing and
Delicious Drink.**

Imagine a good-sized glassful of sparkling soda flavored with your favorite extract, just as cold as it should be, and not too sweet. If your mouth waters, come to us.



Our Life Saver

is a stock of pure, fresh drugs. In our hands, the physician's prescription is carefully carried out and recovery made more possible. Drug sundries of the best.



Fresh Drugs Are Necessary

for the efficacy of a prescription. That is why the physician who carries his own medicines with him does not have such success as those who send their patients to us with prescriptions.

No. 2965.



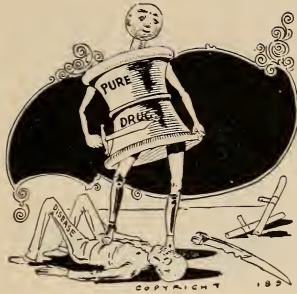
Delicate Perfumery

is an essential part of every woman's, and a desirable part of every man's, toilet outfit. All the dainty extracts of undoubted purity.



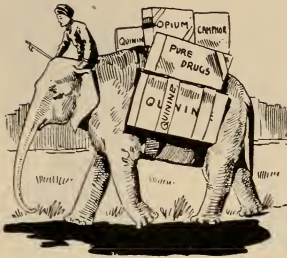
Why Call in a Physician

every time the baby is a little ill? Our line of infants' remedies and requisites is replete with reliable articles. To be sure if there is anything really seriously the matter with baby, the doctor is the one to see first. Even then you came to us to get your prescription filled.



The Mortar And The Pestle

are a mighty combination, and together they have helped to down more diseases than the physician with his ready prescriptions ever dreamed of. It stands to reason, that a physician can only win the fight against death by using strong, virile drugs. Such drugs can only be found in a first-class pharmacy where prescriptions are carefully compounded. "Carefully compounded" means something here.

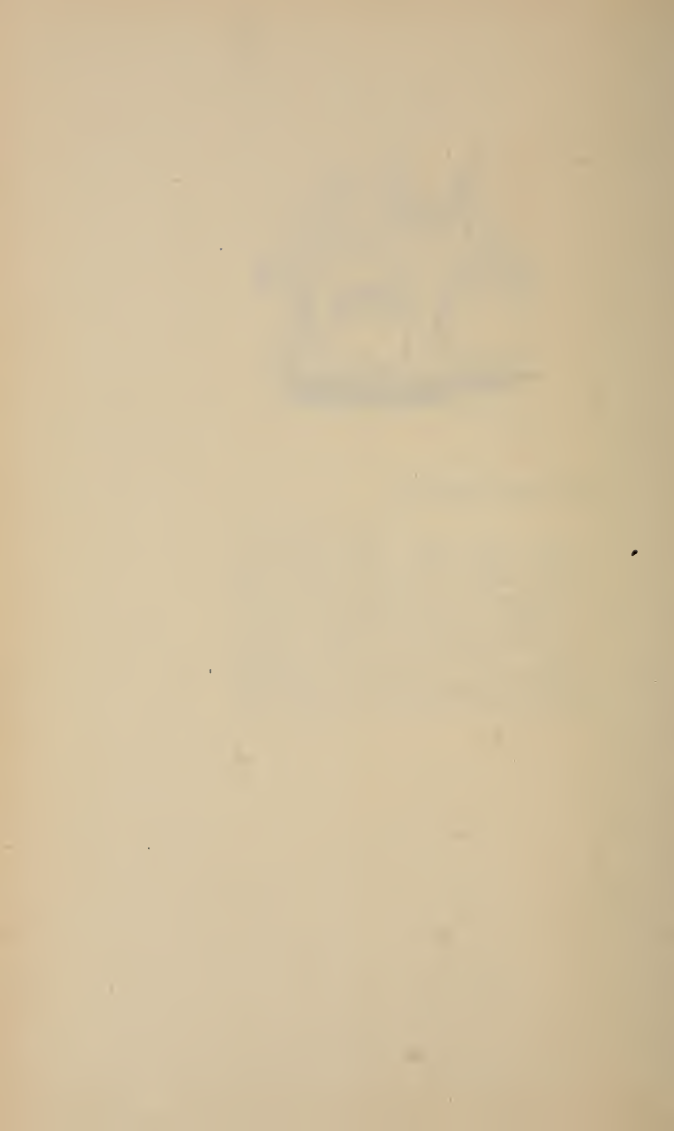


WRIGHT

89

A Large Quantity

of drugs are imported every year into this country, and the frequency with which importations are made makes it possible to buy drugs much fresher and stronger than used to be possible. Not all druggists, however, are anxious to take advantage of this, because stale drugs are a little cheaper. That is why we say, Get your regular drugs and your prescriptions filled here. You will find it will pay you in the end.





**“Open Your Mouth
and Shut Your Eyes.”**

That's a good rule in some drug stores, but in others you have to keep your eyes wide open.

This is a store in which you may buy blindfolded.

Every quality is right. And we give you what you ask for without argument.

You're as safe with us as you are with your doctor.

Ask him — he knows us.



We Tell No Secrets

when we say that we are selling as good drug sundries and make up as efficient prescriptions as is possible. We look upon the drug business as a very serious one. We give our entire energies to it, and the result is—a pretty nearly perfect drug store.



No. 2971.



The Best Powder

is absolutely indispensable to women. They can not afford to put anything else on their faces. We sell the best powders, perfumes, and other toilet articles — absolutely the best.



Mistakes are Costly

in drug stores — therefore we never make them. A mistake in our prescription department would hurt us infinitely. There can be absolute accuracy in this world — there can be a place where mistakes are not made — and it is right here.



Danger is always Near.

When drugs are needed, be sure the drugs are pure and carefully compounded. If you come to us, you can always feel perfectly safe. None but the very purest drugs can reach our shelves, and our system of compounding prescriptions assures absolute correctness. We never make mistakes.



For the Toilet.

Our holiday stock of toilet articles is full of pretty and useful things that cost but little, and make highly acceptable Christmas presents. Perfumes, toilet waters, combs, and brushes of all description, and similar articles are here in abundance. All have been carefully selected from the best the market affords, but the prices are so low that the assortment will not remain unbroken long. Make your first holiday shopping call here.



No. 2975.



Soaps and Perfumes.

We have a full line of choice soaps for the bath and toilet, and fragrant, refined, lasting perfumes of all sorts. Some cost but little and some are expensive; but whether you spend a nickel or a dollar, you are sure of the purity, freshness, and wholesomeness of your purchase. There is n't a cake of soap in our store that would injure the skin of a babe.



Everything for the Toilet.

Our line of toilet articles is full and complete. We have a tempting array of good combs and brushes, toilet sets, puff boxes, manicure sets, and similar articles.

Our perfumeries are the best money can buy ; pure, delicate, refined, and lasting.

Everything is the best and most fashionable, and every price is lower than you would expect.



Our Prescription Counter

is isolated from the rest of the store — there are no interruptions nor anything to distract the pharmacist's attention.

Every prescription is carefully gone over and checked, making errors impossible.

All our drugs are fresh, pure, and of full strength. We never substitute.

These are some of the reasons why you should bring your prescriptions to us.



A Reliable Druggist

is as careful of the quality of his goods as he is of the profits that he expects to make. We find it excellent policy to share the profit with the customer. If we give you better value than you have been receiving elsewhere for the same money, you will continue to trade with us. This is our policy.

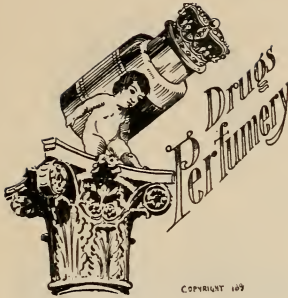
No. 5303.



The Reputation

of a store, like that of a man, is no small part of its capital. Honesty is an asset which we believe our customers appreciate at its full value. Our prescription work is the best that science, experience, and money can produce.

No. 5304.



Your Headache

would stand a poor chance if you depended upon us for relief. Our ammonia and lavender salts will cure the average headache in five minutes, and our Headache Powders will offset the stubborn one. Your doctor's prescription will be properly attended to, if you have it filled by us.

No. 5305.



Preparations of Our Own

manufacture are guaranteed to be absolutely pure and made of the freshest drugs, or you may have your money back. It is proverbial that "mistakes occur in the best of families," but mistakes do not occur here. Prescription work a speciality.



Perfection


in soda water can be attained only as we have attained it. Absolutely pure distilled water charged with the highest quality of carbonic acid gas. Syrups that are really extracts of the pure fruit, made at its best and ripest stage. A uniform temperature slightly above the freezing-point. This is the sort of soda we have to offer to our customers.



The Competent Drug Clerk

does not make mistakes and the wise druggist does not fall into the error of employing incompetent men. Your doctor's prescription is entirely safe with us, for we use only the best and freshest drugs, and give the attention of a graduate pharmacist to the compounding of all medicines.

No. 5308.

Cream Soda 

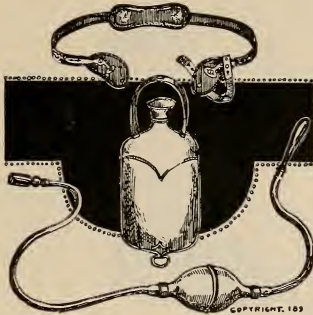


“ Good Enough

for anybody” is n't good enough for us, when it comes to soda water. We want every one of our customers to really feel that the soda they get here is better than the best that other stores are capable of producing. You know this is so, we know that it is so, but there are those who do not know it till they try it.



No. 5309.



It Is Not Practising

economy to buy an unreliable syringe, simply because it is cheap. Syringes, above all things, should be as reliable as the day is long. Durability and reliability are the essential features of the syringes we sell at the cost of inferior goods. Warranted to give satisfaction and as good as money can buy.

Prescriptions compounded by a registered pharmacist. Popular prices.

No. 5310.



Can Not Get Enough

of our soda after you've once tasted it. Does not smatter of "flavoring extracts" and ordinary water made to sparkle with marble dust, but tells you at the first lip-touch that the flavor is the honest flavor of honest fruit, and that the snap and vigor and tonic qualities is the snap and vigor of honest carbonic acid gas.



Getting Your Prescription

filled by us means carrying out your doctor's wishes to the very letter. It also means getting the freshest drugs that a lively trade and long experience will bring us, and getting the best that money can buy. Medicines compounded only by graduated pharmacists and prices popular, but not cheap — as low as it is safe to go.

No. 5312.



Put Out the Fire Of Your Thirst

with a glass of our frigid ice-cream soda. It is not better than the best, but it is every bit as good as can be made, and knowing how to keep it and to serve it helps to make you feel that our soda is a trifle better than any drink you ever had.



Buying Drugs in Large Quantities

would possibly enable us to sell a trifle lower than the prices we are asking, but we think it better policy to buy just enough to fill our immediate needs. This plan gives us fresher drugs and gives you better satisfaction and quality.



See the Look of Expectancy

upon the little fellow's face. Note the position of his hands. He can hardly wait for his glass of soda, for he has been here before, and he knows the kind of soda we sell. Made by a specialist and could n't be better. Try it.

No. 5315.

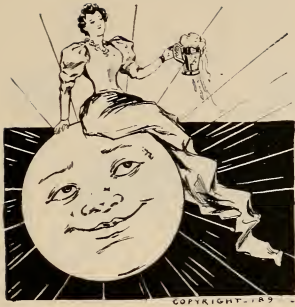


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Your Doctor Sends You Here

because he knows that you will get your medicine made up just as he prescribes it. He also knows that our drugs are fresh. You like to come here because you are treated right. We like to see our customers, even if they only want a postage stamp.

No. 5316.



The Hotter the Day

the more delicious our soda. We keep it at such a temperature that it will cool you quickly, and refresh you as no other summer drink will. We use only the best extracts and the purest carbonated water.

No. 5317.



You Can't Be Too Careful

about having a prescription filled. A prescription should be taken to only skilled pharmacists. Let us fill your prescription. Care and judgment are exercised here. Only fresh drugs are used.

No. 5318.



Cold and Delicious

is the soda we sell.
If you have n't tried it, you have missed
the best drink in town. It is made of
pure carbonated water and flavored with
rich fruity syrups. We keep it at an
even temperature. Do you want any-
thing better than that?

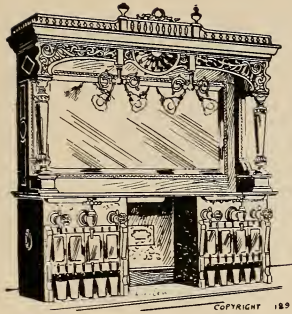
No. 5319.



Every Drop

of medicine that goes in a prescription filled in this store is perfectly pure. Pure drugs mean a speedy recovery. Poor drugs mean a relapse. You want the best. Let us fill your prescription.

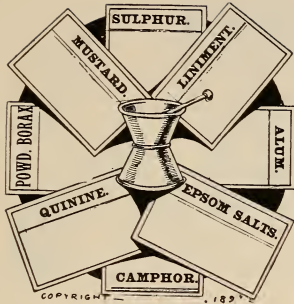
No. 5320.



It 's Refreshing to Drink Soda

drawn from a fountain that is handsome and clean. There's something more than a pretty fountain about our soda though. Good syrups, frigid temperature, quick and accurate attendance.

No. 5321.



Drugs for Family Use

found in this drug store
are perfectly pure and fresh. Purity is
one of the strong points in this store. If
you want a drug, you can depend upon us
to give you exactly what you want.

No. 5322.



We Are Proud

of the soda we sell,
and we have every reason to be proud,
for we use only the best materials in
making it. People who know good soda
come to us. If you have not tried our
soda, you have missed the best in town.



“ Skilful Compounding of Drugs

which are pure and fresh ;” such is the definition of the true pharmacist’s duty. Physicians can recommend their patients to us for the filling of prescriptions with perfect safety.



Perfection

in soda water can be attained only as we have attained it. Absolutely pure distilled water charged with the highest quality of carbonic acid gas. Syrups that are really extracts of the pure fruit, made at its best and ripest stage. A uniform temperature slightly above the freezing-point. This is the sort of soda we have to offer to our customers.



**Pure Drugs and
a Good Nurse**

will bring almost any patient around. Adulterated drugs only harm you. Stale drugs are ineffectual. Fresh, strong—our kind—drugs cure you.

No. 5304.



Your Headache

would stand a poor chance if you depended upon us for relief. Our ammonia and lavender salts will cure the average headache in five minutes, and our Headache Powders will offset the stubborn one. Your doctor's prescription will be properly attended to, if you have it filled by us.



A Man of Cares

worn out by mental and physical exertions needs a good healthful tonic, not a stimulant. He wants to be built up into a strong man full of life and vigor. This drug store is the entrance for him to a path of health. The entrance fee is very reasonable.



A Reliable Druggist

is as careful of the quality of his goods as he is of the profits that he expects to make. We find it excellent policy to share the profit with the customer. If we give you better value than you have been receiving elsewhere for the same money, you will continue to trade with us. This is our policy.



The Medical Street Fakir

is almost a thing of the past. Intelligent people have long since learned that safety in drugs and medicines is to be found only in an established reputable drug store—and the more reputable the better. It is safe to follow the doctors. Trade where they do.

We fill more physicians' prescriptions than any other store in this territory.

The moral is plain.

No. 2976.



Everything for the Toilet.

Our line of toilet articles is full and complete. We have a tempting array of good combs and brushes, toilet sets, puff boxes, manicure sets, and similar articles.

Our perfumeries are the best money can buy; pure, delicate, refined, and lasting.

Everything is the best and most fashionable, and every price is lower than you would expect.

No. 5332.



Holiday Goods

are being shown in our cases. Dainty toilet articles in the most useful materials, made in the best manner. We make a specialty of cut-glass bottles filled with dainty perfumes.



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Toilet Requisites

form an important department in this drug store. Every single article we sell is absolutely pure; value for every penny paid is contained in it. Colognes, toilet waters, powders, salves, tooth cleansing preparations — all the best.



A Pretty Face

and a dainty appearance are desired by every woman. Do you realize how much the toilet preparations have to do with this? Don't experiment with the unknown, but get the best and most reliable. Come here for them, and you'll "be sure you're right."



Bring the Prescription Here.

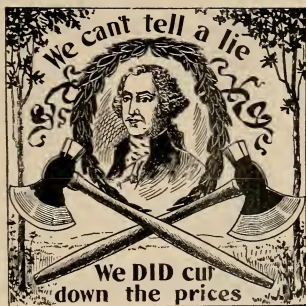
Our system of "checking" prescriptions absolutely prevents the barest possibility of error. Don't take chances—you know how dangerous errors are. Bring the prescription here, and you will be sure of accuracy. Only the best and purest drugs are used, and our charges are based upon what the drugs are worth—not upon what we think you'll pay without protest.

Do you realize how near Christmas is? Come in, and examine our handsome line of fancy articles before you commence your holiday shopping.



**A Price Is n't
The Right Price**

if a merchant does n't make any profit. He could n't continue business on that basis, and no one would expect it. A price is n't the right price if a merchant makes two or three hundred per cent. profit. He can't do a big business on that basis. Our big business is the result of right prices—just enough added to the cost to leave a little margin.



The approach of our national birthday, with its noisy celebration, naturally suggests thoughts of the father of our country and his characteristic truthfulness.

In order to emulate his example in a fitting manner we have resolved to frankly confess that we **DID** cut down the prices on everything in our store until all competition was left far in the rear.

Honest confession is good for the soul.



The Small Boy

is going to make things lively this year. And we are going to make things lively in our line of business. Not on the Fourth of July, but all the time. We have never charged high prices, but we are going to cut down our present low ones. We are going to experiment with smaller profits than were ever before thought possible.



“ Making Things Lively.”

That's what patriotism does on the nation's birthday, and that's what low prices do all the time at our store. In spite of all the talk about close competition there are lots of large profits made every day—but none in our store. We don't do business on that basis. We believe in expansion of business, not of individual profits.



It Used to Make

the British Lion very weary to witness our Fourth of July jollifications; but now that he and the American Eagle have become such warm friends he will cease to look at it in a personal light.

It used to make people very weary to pay two or three prices for goods in our line, but that's all over now.

One price, and that a small one, is the rule here. Come in, and let us prove it to you.



The Young as Well as The Old

can do "shopping" here safely. It's a common idea that a boy can't "drive a bargain" as well as a man or woman. That is true at stores where it is difficult to get the advantage of a bargain. But bargains don't have to be "driven" here. When we offer bargains, they are bona fide, and, if you send your boy, he will get just as much for your money as you can—and that's a good deal.



Chief Justice Fuller

is Chief Justice of the United States Supreme Court because he knows law — he is believed to know the law better than any other man in America. It is by knowing his business thoroughly and attending to it that he attained his present eminence.

It is by knowing our business thoroughly and attending to it properly that we hope to build both reputation and fortune.



Navigating in the Dark.

Bad policy. Lots of people do it, but there's little, if any, excuse. People who trade here are not in the dark. We don't have trade tricks and secrets. We are always glad to tell people all about our goods—where we buy them, how they are made, why they cost much or little, etc. The more light the better.



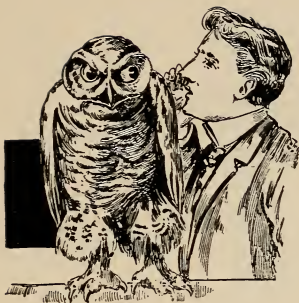
Dollars Grow Rapidly

when you have lots of them at interest. But you say you have n't lots of them. Get them. We'll help you. We'll expand your income. We can't give you more dollars a week, but we can help you to save more of what you do get. The result is the same. We are offering more for the money than any one else, and more than we ever did before.



Not Because We Say So,

but because we have made it so by honest, hard, conscientious work — because we declared, a long time ago, that it should, and let nothing stand in the way of bringing this condition about. These are the reasons why this store surpasses all others. These are the reasons why we feel entitled to your patronage.



A Word to the Wise

is n't always sufficient.
The wise have learned to question a great
many people's veracity. That is always
an indication of wisdom. But they don't
question our veracity. They can't.
There are too many proofs to the con-
trary.

Here are some of the proofs :— (Prices.)



Men of Sound Judgment

appreciate and take advantage of our frequent special sales. Women don't do all the shopping, and we don't look to them only as participants in our bargain-day doings.

Here's what we'll offer to-morrow:—



Men Who Prosper

do not attribute their prosperity to good luck. It is, ninety-nine times out of a hundred, due to shrewdness and economy. Often to their wives' economy as much as their own. And right here is one place to come if you want to economize. It is n't economy to buy from us if you don't need anything, but when you do need goods in our line, it is the very best kind of economy to buy them here. Our prices make it so.



The Swell Society People

as well as the plain laboring man buy here. The rich can not buy better goods anywhere at any price, while the poor man can not get more—usually not so much—for his money, if he goes elsewhere. We are making a record for supplying all kinds of demands, and we are proud of it.



On the Lookout

for bargains. We always are. We take advantage of every hard-up manufacturer's offer, provided his goods are fully up to our standard, and then we give our customers the benefit. Just now we have some special bargains to offer, and here are some samples of the prices :—





Every Shot Tells.

When Uncle Sam's gunners, on sea or land, fire one of his big guns, it means something. They can hit something besides the ocean — they make every shot tell.

We are doing a little rapid and accurate firing of our own now. With the guns of "high quality" we are firing at the target of "low prices," and we make a bull's-eye every time.

Here's the effect :— (Prices.)

Toilet Articles



143 E



Perfumery

146 E



557 E



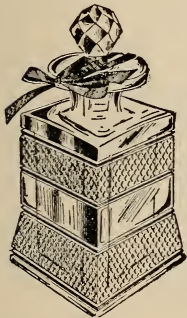
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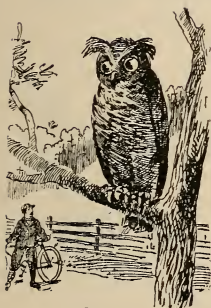
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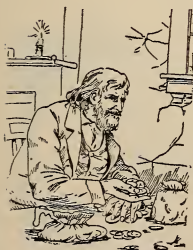
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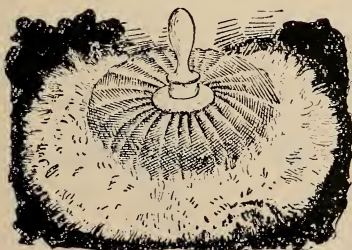
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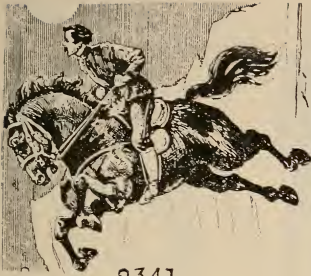
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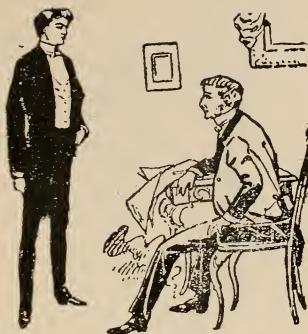


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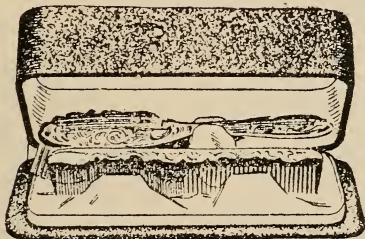
DON'T
HESITATE



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Catch-Lines and Headings

CLIPPED FROM EVERYWHERE.

An old Latin proverb says : " A short delay often has great advantages." This is worth remembering when it comes to buying drugs. Delay long enough to see what we can do for you, and then buy where judgment dictates. It is your right to buy where you can buy best. This right is often forfeited. In fairness to your own interests you should know where your money will go farthest and buy best.

Our compound will cure a cold so quick that it will not give you time to realize that you have caught it.

In time of sickness a hot water bottle is a necessity. In time of health it is a comfort and a luxury. The family without one is without a good friend. The family with one is the family that knows the value of such a friend, and is the family that is safeguarded against sudden attacks of illness, such as colds, chills, cramps, pains, inflammation, etc. These bottles are not expensive as some people think. They are cheap—very cheap when you consider their usefulness.

Don't hack and cough all night and day. Our cough syrup will loosen your cough and relieve your throat of any unhealthy secretions in a jiffy ; continue to use it and it will cure your cold.

If you should find a big or little grease spot on your clothes or carpet, what would you do? ——— removes grease spots from any kind of cloth without injuring the fabric or touching a color.

The roughest winds will not harm your complexion if it has been rendered smooth, firm, and hard by the use of this simple remedy for complexion blemishes.

Nearly every one could make the outer and inner man glow with health if everything desired were obtainable. We place health as near to you as we can by annihilating drug prices.

THE DRUG BOOK.

Stop that wheeze, it's killing you. Perhaps you'll smile at that unless you have a bad case of asthma. But asthma is but a forerunner of consumption unless it's stopped. Our asthma cure is a scientific combination of remedies that never fail to produce relief.

ROSY CHEEKS, YUM YUM.—Rosy cheeks and a clear complexion denote perfect health. You can not possess either if you have a foul breath arising from a disordered stomach, a torpid liver, or bowels constipated. Do as hundreds of others are doing—taking "Ott's" liver pills, and seeing only the bright side of life.

A watch without a mainspring is not good for much, and a pharmacy without a good prescription department is no pharmacy at all. There is no profession or occupation, excepting that of a doctor, where knowledge, skill, and experience count for more than they do in that of a chemist. The simplest mistake, the taking up of the wrong weight, or the taking down of the wrong bottle, may be followed by the most serious results.

I am always ready to supply every toilet want. I have a complete line of everything that is new, attractive, and fashionable in design,—the latest and most artistic things in brushes, combs, atomizers, puff boxes, and similar articles. Everything is the best in quality, the latest in style, and most reasonable in prices. You will always find just what you want in cosmetics and the dozen and one little things so indispensable to the toilet table.

TOILET SOAPS.—There are all kinds of soaps, but this store will not sell all kinds. We have built up a trade in fine soaps that is only held when completest satisfaction in both quality and price is given. About a month ago we started out to get the soap trade of this town, and by the amount we are selling it's coming our way; but, like the millionaire with his money, we want more, and with about twenty-five different varieties and prices of soaps we expect to hold it.

The Sahara of thirst is quickly quenched at my soda fountain, which is probably the best equipped of any fountain in the city. The range of flavors is wide enough to appeal to all tastes. It is under the management of an expert in the art of thirst purveying. In addition to the flavors, you can have delicious coffee, chocolate, cocoa, clam broth, beef tea, either hot or cold, besides many other drinks that are wholesome and nourishing. In short, every kind of liquids is dispensed, except those that intoxicate.

Plasters—quick to cure and stay cured.

THE DRUG BOOK.

The coughs that you get in the month of April are the sort that are hard to get rid of. They cling to you closer than a brother. They never let go. You hack, hack, hack,—and the flesh seems to be slipping off your bones. Stop that cough. Our remedy has stood the test—it has cured hundreds.

Some powders are faith cures, these powders are headache cures.

If you are feeling “off,” here are the things that will help you to better health.

Here are some welcome health-giving bitter waters whose goodness is best known by those who’ve tried ’em.

Mrs. Langtry preserving her beauty by the use of pure creams, skin foods, skin tonics, etc., is rewarded by the result at an age when woman’s exquisite complexion usually fades. By the use of our delightful Complexion Creams and our Snowatilla for chapped hands and lips, our fine skin tonics and bleaches, the ladies of our city may preserve their complexions to a ripe old age.

Mothers who have children attending school should never be without a bottle of our nursery toilet wash. No matter how careful a mother may be, her children are liable to come home with hair unclean. This wash kills all insect life, cleanses the scalp of dandruff, and helps the hair to grow strong and healthy.

A WORD ABOUT DRUGS.—Sometimes we are inclined to believe that the responsibilities of a pharmacist are not as fully appreciated as they should be. The merchant, generally, is but a buyer and seller of goods which are, as a rule, furnished ready to his hand. But such is not the case with the pharmacist. The latter, if he aims at keeping what we call a first-class pharmacy, should have in stock nearly or quite 2,000 medicines, all of which he must be able to furnish in the form of tincture, syrup, powder, fluid extract, or in its natural state, and in some cases in all five forms. To do this requires an immense amount of patience and careful labor, but this is the least part. Each name on that long list represents a distinct drug from the vegetable, animal, or mineral kingdom, and requires a distinct and specific treatment in order to afford a medicine on which the physician can rely. It is a great responsibility and one not to be lightly assumed. We do not feel called upon here to say anything concerning prices, except that a list of medicines on which similar care has been bestowed, can not be obtained at less prices than we ask.

THE DRUG BOOK.

We none of us live so carefully that we never require the aid of drugs and medicines to put us right. It's a comfort to know where you can get them pure and at proper prices.

PLAIN TALK TO PLAIN PEOPLE BY PLAIN PEOPLE.—The plain people are the producers, the bone and muscle, the mainspring of commerce. This year the plain people shake hands with prosperity. Abundant harvests with a ready market, and work for every one, puts money in their pockets; but good harvests, good markets, will come to naught unless you use discretion in the expenditure of your earnings, unless you use forethought in selecting the merchant you trade with, unless you trade where your money goes farthest. Read the prices; see the savings.

Drugs are like diamonds—in one respect at least: you've got to trust implicitly in those from whom you buy. We are as scrupulous about our drugs as Tiffany & Co. are about their gems, and our prices are reasonable.

Hair—the crown of woman's glory. Prevent your hair from falling out or getting prematurely gray by using this hair vigor.

Aromatic smelling salts. By leaving the stopper out a few minutes the room will be purified, and the air rendered strongly invigorating and refreshing.

“Near enough” is an unknown quantity in our laboratory or at our prescription case. We demand precision of ourselves in weight, exactness in measure, exactness in compounding, exactness in stock keeping.

The success of a prescription depends as much on the quality of the medicine as on the skill of the doctor. There is as much variety in the quality of medicines as in other merchandise. Quality of most medicines is sacrificed to the demand for cheapness, and here the fakirs in the trade take advantage of the dear public, ninety per cent. of whom do not suspect the cheat.

For twenty years it has been our firm endeavor to dispense only drugs of the highest standard and efficacy, and to compound in prescriptions only those ingredients that we know to be of full strength and absolute purity. It is our custom to carefully examine every article purchased, not taking for granted the assurances of any manufacturer, no matter what his standing may be. We, ourselves, want to know about the quality, and the freshness, and the strength.

THE DRUG BOOK.

IT MUST BE STOPPED!—We realize that the residents of this neighborhood have been in the habit of buying their goods in——. There is no longer any excuse for it. We can duplicate anybody's prices, undersell most firms, and want your patronage. Everything we sell we guarantee to be of the best quality money and science can obtain. Please remember this. Cheap prices do not mean inferior goods. We will sell only the purest and best, but our large business enables us to handle such quantities that we can sell as cheap as others can buy. Prescriptions compounded just as prescribed by your physician.

Never yet did eyes sparkle with the light of health, unless its glow also rested upon the cheeks. Are you afflicted with blemishes of complexion? Remove them by using the simplest, most effective, yet harmless remedy which is known to civilization. Thousands freely attest the virtues of Madame ——'s Face Bleach, and none have ever used it who do not pronounce its action wonderful. All of her preparations are universally extolled. We are now offering them in our toilet and perfumery department at cut prices.

SLEEPLESSNESS.—Dr. Robert A. Fleming recently lectured on "Sleep" to the Edingburgh Health Society. Cold feet meant blood in excess in brain and internal organs, and therefore no sleep was possible until the feet were warm; a hot-water bottle was in no sense a luxury; in such a case it was a necessity. We have them, guaranteed quality.

"ELECTRIC" HEADACHE POWDERS.—Each powder contains one grain of hydrobromate of caffein, a unison of the active principle of guarana with hydrobromic acid. They are justly prized for nervous headaches, particularly those resulting from great mental work or worry, and from indiscretions in eating or drinking. Brain workers find them of great assistance to them, toning up as they do the nervous centers without being followed by any unpleasant symptoms. Ladies who suffer from depression and exhaustion, generally accompanied by headache or backache, are greatly benefited by their use. They make the head as clear as a bell.

CORN CURE.—For the sake of your temper and your comfort, get it.

The price of a life is sometimes included in a prescription that costs but fifty cents. Maybe first-grade drugs would just barely cure, and second-grade drugs prove just a trifle too weak. Life sometimes hangs by a hair, and that hair may be the quality of a single drug. We buy only the very highest grades, irrespective of cost. In the filling of prescriptions, profits are the last thing we think of.

THE DRUG BOOK.

“OH! MY HEAD.”—When did you say it last? There is no need of your having to say it. I have a formula for a headache powder that cures headache.

Bristles are very well in their place. We have them and keep them in their places. In our fine line of hair brushes, tooth brushes, etc., our stock is made up of the best American, English, and French goods, and will be sold at popular prices.

Everybody knows that perfect health is out of the question if the stomach, liver, and bowels are not in perfect working order. Everybody knows that pills are nearly always an aggravation. The only real cure for constipation and similar troubles is Laxative Fig Syrup. It acts gently and mildly on the bowels. It does not gripe. It is a pleasant remedy to take. It does n't seem to be medicine at all. I have made it for three years, and can recommend it freely and broadly. Fifty cents a bottle.

Drop by drop you count with anxious care as you pour out the medicine that may be the means of saving a dear one's life. Don't you want the best medicine that can be had?

Don't you know you should go to the most reliable and conscientious druggist, the most up-to-date druggist who has up-to-date drugs and methods?

We are that kind. Not alone because it pays, but because there's satisfaction in feeling we are helping to make sick people well. We charge just as little for putting up prescriptions as the use of the best drugs will allow.

Pretty women are not pretty by accident. If they did n't take proper care of their beauty, how long would it last? Even a homely woman is attractive if she is “well groomed.”

We have all the little requisites for the toilet table—the beauty helpers. Among them is our ———, which is the best preparation we know anything about for beautifying and softening the skin. It is splendid for chapped hands, faces, and lips. You can't realize how nice it is until you try it.

An honest hair brush is the kind that gives honest service. It is the kind that lasts a long time. It is the kind that has stiff, well-fastened bristles, that do not become soft and flabby when the brush is wet. Hair brushes are in this store in great variety and at all kinds of prices. No matter whether you pay only — cents or \$—— for a brush, you can depend on getting an honest brush and your full money's worth. We have quite a number that are not very pretty, but they are well made, and will serve the purpose just as well as brushes with fine and expensive handles. As long as they last, you may take your pick for ———.

THE DRUG BOOK.

There is no reason why anybody should have harsh, rough skin. There is no reason why anybody should be tanned who does n't wish to be. The Witch Hazel Cream which we put up and sell will soften the skin with remarkable quickness. It will cure a badly chapped face in one day. A single application at night is enough in nearly any case to make the skin perfectly soft and smooth. We have made it for —— years. We know positively that it will do exactly as we say. Price —— cents.

PERFUMERIES.—In them the odors of the field and forest are caught and held as they never were before.

We put up and sell what we believe to be the best Headache Cure in the world. That is a broad statement, but we really believe it is true. We are so positive about it that we guarantee a cure, or you may have your money back without a murmur. The name of our remedy is —— . The price is 25c a box. If you buy them, and they don't effect a cure after taking three capsules, we want you to come back and get your 25c. We don't say this because we think you will want your money back, but because we know you won't.

Don't take pills and violent purgatives. They only make a bad matter worse. They don't cure. The best medicine that money will buy is ——'s Cathartic Capsules. They are intended particularly for women troubled with constipation. They act in perfect harmony with nature. They effect a permanent cure for headache, dizziness, and a hundred other distressing pains that arise from constipation. They are always mild in starting the bowels into healthy, natural action. Sold by druggists, and by mail for 25c.

Nobody admires black, unsightly teeth. There is n't a man, woman, or child who would willingly do anything to injure their teeth, but as a matter of fact, nearly everybody abuses them by neglect. Why not stop the neglect to-day? Why not begin using ——? It is believed to be a more perfect cleanser, and to afford the user more pleasure than any other preparation. It is such a real pleasure to use this delightful paste that you'll scarcely ever forget and neglect your teeth after once trying it.

Getting the largest prices possible is the old-fashioned way of running a drug store. This is not our way. There are hundreds of other things in this store besides drugs, and we buy everything in large quantities and pay spot cash. This makes the price low to us, and we add a reasonable percentage for profit. You do not have to do any horse trading when you come here. Our distinct proposition is to sell you the best things and charge no more than the next best costs somewhere else.

THE DRUG BOOK.

We have been spending considerable money to make our drug store a credit to——. We want it to be not only the most attractive, but also the best place for people to buy. We want to sell at just as low prices as can possibly be afforded. We are in business to make money, but are in no hurry about it. Our idea is to sell reliable things only, and to satisfy in every way those who favor us with their trade. We would rather lose a dollar or ten dollars than to have a dissatisfied person go out of the store. This is an advertisement of course, but it is the plain facts in the case. All our advertisements are facts. We expect to live up to every word we say.

Do you know the woman whose smile is so sweet as to drive away the blues? The woman whose pretty features are made radiant when a smile parts her lips and reveals two rows of pearly, white teeth? Of course you know her. She is becoming more frequent every day. You can possess just as beautiful teeth as she has if you regularly use—— tooth paste. It is not only a thorough cleanser, but it heals up unhealthy gums, and makes them hard and rosy. It is delightfully perfumed, and no other preparation is made of such pure and fresh ingredients. Get the best. Don't buy cheap things for your teeth.

1. Our drugs are purest that the best chemists can make.
 2. Our prices are lower (really, actually lower) than any other—— druggist's.
 3. Our experience makes it safe for you to come here for drugs. In twenty-eight years we have learned how to do things right.
 4. Your money will buy more purity and more quantity here than anywhere else in the city—more, perhaps, than anywhere else in America.
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—— Tooth Paste won't restore decayed teeth. It won't stop the toothache. But it will make your teeth white and your gums healthy. It will do this in cases where other preparations fail.

Start the children right. Don't neglect their teeth. It is far cheaper and a thousand times more pleasant to use—— Tooth Paste every day than to suffer the tortures of toothache and the loss of beauty that follows the loss of teeth.

—— Tooth Paste is made in a clean drug store in——. It is not put up in the cellars or badly ventilated rooms of a great city. The ingredients used are pure and wholesome. The greatest care is taken to make it perfect. Every ingredient is carefully examined to insure purity and medicinal virtue. No wonder, then, that it is the best preparation for the teeth that money will buy. No wonder its fragrance is so delightful. No wonder careful people use it so largely.

THE DRUG BOOK.

A sick person's life often depends on two men,— the doctor and the druggist. When sickness comes, you send for a physician — the very best you can find. He writes a prescription. Your recovery depends on that — and something else. The something else is the druggist. A good druggist uses good, pure, fresh drugs. He is an experienced man who makes no mistakes. He fills prescriptions just like the doctor wants them filled. No druggists, we believe, are more careful or competent than we are. If you bring prescriptions here to be filled, we will give them the most careful attention. We will fill them right. Our prices are moderate. The best service costs no more here than the next best elsewhere.

A little light on the subject of importance. Buying a Chamois skin is a lottery unless you have confidence in your druggist. The price you pay does n't mean much. You won't know how good a bargain you've made until the skin is wet. A good Chamois skin keeps soft until it's worn out. We have the good kind at the right prices. A medium-sized one for ——. A carriage Chamois that won't scratch the varnish for \$——.

Toilet articles cost money. The better the quality, the higher the price. No druggist has ever been able to sell for less than he paid without going into bankruptcy. No man ever conducted a drug store just for fun and nothing else. Our prices are always as small as can be afforded. Nearly always they are the smallest to be found in ——. If it happens that lower prices are offered somewhere else, you may depend upon it that the quality is lower.

Brushes, Combs, Powder Boxes, Mirrors, and all the other little toilet necessities and requisites are sold in this store. In buying them we try to combine beauty and reliable quality. There is such a thing as paying either too much or too little, and there is such a thing as paying just enough. In selling toilet needs and helps we expect to make a fair profit. That is the reason we are in business. But there is nothing fancy about the prices.

One of the particular specialties in this store is Coach and Furniture Varnish. It can be bought in pint cans with a first-class brush attached. The point we want to emphasize is that both the varnish and the brush are good. We don't give a common brush as bait, but a first-class one. Our price is——. This is just high enough to make a fair profit. If we charged less, we would have to give an inferior brush. If we charged more, we would charge too much. We try to do things just right always. Other things to be found here are varnishes for all purposes, colors in oil, dry colors, turpentine, linseed oil, drugs, etc. We charge as little for the best things as many dealers do for the next best.

THE DRUG BOOK.

We are like other business men in the world—we want more trade. We want yours. That is why we advertise. It is n't to be supposed that you will come here to buy simply because we ask it. Common sense indicates that we must do better by you than other dealers, or you will do your buying of them.

Careful housekeepers may take extraordinary care, but somehow or other insects and bugs will get into their houses. There is no known way to keep them out, but you can easily drive them away after they do come by using our Insect Powder. We prepare it ourselves, and housekeepers have told us time and again that it is the surest and most satisfactory powder they ever used.

When you're quite comfortable, give a thought to your drug bills. The total is quite a considerable sum every year. Not alone for medicine, but for the hundred and one things a good pharmacy always keeps. Perhaps we can save you part of the expenditure. Perhaps not more than twenty or twenty-five per cent. of it, but that is worth consideration. We conduct our business on the principle of a fair profit on a close cost. We would rather have many sales with a little profit on each than a few sales with a big margin.

Time is almost here to lay aside furs and wraps. Don't forget about the moths, because they surely won't forget about your wraps. Moth balls and tar paper ought to be packed away with your winter garments the minute they are laid aside. Moths have an unpleasant habit of coming when you're not thinking about them. A few cents invested in moth balls and tar paper will often save hundreds of dollars in furs and wraps. See how little it costs to be on the safe side:

A perfect bath is one of the luxuries even poor folks can enjoy. Only a few things are necessary to make the bath a pleasure. The right sort of soap, of course, but particularly the right kind of sponges. Sponges ought to be selected carefully. You will understand the importance of this when you remember that a sponge is an animal, not a vegetable growth. In our store every sponge is right, even if the prices look small. The different grades cost from 10c to \$5.

You always get what you ask for in this store. No "just-as-good-as" business with us. We have everything that a good drug store should have. Our advice—if you want it—costs nothing, and it is n't forced upon you if you don't want it. We know the drug business much better than we know your business. We are here to serve you—not to dictate. We buy things as low as we can, and sell the same way. We don't care to be known as "cheap" druggists. "Money's-worth" druggists suits better.

THE DRUG BOOK.

The drugs and sundries that we sell are the best that money will buy. Not a single article of questionable quality can be found in this store. Our prices are actually, absolutely lower than any other dealer's. We don't say "quality considered," or "just as low," or "about the same." We say earnestly, emphatically, that ten times the prices we charge won't buy purer or better drugs, and we say positively that our prices are the lowest in the city, without any limitations whatever. We expect you to investigate this statement, and we hope you will.

There are so many reasons why you ought to trade at our drug store that there is not room enough in a little advertisement to tell them all. One reason is that we are modern. We keep pace with new ideas and new conditions. As fast as anything better than we have is invented, we secure it. As fast as we discover newer, and purer, and more desirable things, we take them up. But the old reasons are best of all—the reasons that have always governed us; these are reliability, honesty, promptness, purity, and freshness of stocks. The best always—never the next best.

Pains in the chest or pains anywhere else are stopped with marvelous quickness with ———. This is the surest remedy for driving away aches and pains that anybody ever made. It extinguishes pain just as water extinguishes fire. It takes away in an instant the tortures of toothache, neuralgia, bruises, burns, cramps, stiff joints, sprains. It is unnecessary to suffer any longer. Relief is at hand for everybody who wants it.

Quick Relief is the name of a wonderful remedy that drives away pains and aches of all kinds. The minute you apply it, the tortures stop. Pain can't exist when Quick Relief is applied to the affected part. Hundreds of bicyclists and athletes use it in cases of bruises, stiff joints, and sprains. Hundreds of people have found instant relief from toothache, neuralgia, rheumatism, colic, pains in the chest, coughs, burns, scalds, lumbago, stings, and bites. No pain of any sort can be so severe that Quick Relief will not afford instant relief. The price is so small that everybody can afford to buy this greatest of all pain destroyers. Twenty-five cents a bottle at druggists, or it will be sent by mail on receipt of price.

Whatever is good and nice and healthy for the little folks will be found in my store. Nice, soft, fleecy sponges; soap that will not irritate the skin; a box of powder, perfumed or carbolated—the last is best; a little comb and brush, with soft bristles that won't scratch. And, more important than all, the best baby foods. This means Mellin's Food and Horlick's Malted Milk. Ask your doctor if this statement is n't correct. Ask him if these preparations are not wholesome and pure.

THE DRUG BOOK.

Our purpose is to sell absolutely the best things that the best drug stores in America can get. Our purpose is to sell for less money than any other druggists in ———. We don't care how low somebody else goes, we propose to go lower. We are in dead earnest about the matter. Nobody shall ever offer better qualities than we do, and nobody shall ever sell for less money. This is a broad statement to make, but we mean it to be broad. No matter how small some other druggist's price may seem on anything, come here and see if ours is n't smaller.

The point we wish to emphasize is "reliability." It may sound egotistical to hear a man praise himself, but that does not alter facts. A little honest self-pride is all right if it is honest. We ask for your trade on the distinct understanding that we will try harder to give you satisfaction than any other druggist. We are earnestly trying to make this the best drug store. We don't care to be the biggest, but we do want to be the best.

The best Baking-powder that money will buy is our own make. We know exactly what it is made of. We are positive about its purity. If it were possible to make a purer or better Baking-powder than ours, we would make it, regardless of what we should have to charge for it. But we can't make better than the best. We sell our Baking-powder at — cents a pound. We guarantee its purity. We want to say just as emphatically as we can that if you pay more, you are simply throwing money away. It would be a good idea to try it. If it is n't perfectly satisfactory, come back and get your money.

You know what a difference there is in sponges — some harsh and hard, others soft as velvet. You'll find the latter kind in this store at prices as low as — cents, and as high as — cents. Sponges are of varying degrees of purity. When you understand that a sponge is an animal and not a vegetable growth, you will see the importance of careful selection. Whenever you want the best and don't want to pay big prices, come to this store and see how thoroughly we can suit both your needs and pocket-book.

We handle the best and purest Wines that the best makers can make. We know that in sickness, purity in wine is essential and vital. No wine finds a place in this store unless it can stand the tests that we submit it to. We buy direct from the makers. That is why the best wines are sold by us at moderate prices. You can depend absolutely on what we sell you. There is no slighting of qualities to make the cost small. Sick people often need wines and liquors. That is the reason why we keep them. It is unnecessary to take chances at the saloons. We have a little book entitled "For Medicinal Purposes," which is full of useful information. It will be given free to all who ask for it. It tells about things that everybody ought to know.

THE DRUG BOOK.

We don't suppose there is another drug store in the United States that gives more attention to the purity of syrups for Soda Water than we do. Nothing but the ripest, freshest fruits are used in making them. Every drop is prepared on the premises. We know exactly what we are selling to our customers. We know it is pure and good. Come in and feast yourself on just one glass. We want to interest you this early in the season because we want your trade all summer. We want to please you so well that you'll go several blocks out of your way, if necessary, to get our soda water.

There are all sorts of ways of making root beer. It is one of the easiest things in the world to adulterate. When the right sort of roots and herbs are used, it is a particularly healthful beverage, and a first-rate tonic. A careful eye looks out for the purity of the root beer sold in this store. You don't take any chances when you drink it. It is the best and purest that anybody can sell, and a great big glassful only costs five cents.

A cough is a little thing when it begins. This is the time to stop it. The longer you put it off, the harder it is to cure. The longer it lasts, the more serious it becomes. Let it run on, and there's no telling what the end will be. The worse case of consumption was a little cold once. — will stop any cough when it first begins. It will stop most all coughs after they get bad. But the best way is to take it at the first sign of a cold. It ought to be right at your elbow all the time. — is the best remedy for coughs, colds, hoarseness, and all diseases of the throat and lungs. Don't buy any other kind.

It is worth your while to know that we sell tip-top Cloth Brushes and Whisk Brooms. We believe we can serve you better in these useful articles than anybody else. We know our brushes and brooms are made by reliable manufacturers. We know our prices are no higher than they ought to be. What more could be desired than reliable dust-removers at moderate cost.

A good tooth brush does two things — cleans the teeth and saves the dentist's bills. Pearly white, well-kept teeth add a charm to the face. Don't neglect one of nature's best gifts. We have a line of Tooth Brushes that are carefully selected — stiff bristles — soft bristles — the kind that stay in. We have all sizes and varieties. Come and choose one.

Would you like to get a new notion of goodness of any particular sort of brush? Just say so at —'s. No such business in brushes anywhere else in the world, we suppose.

THE DRUG BOOK.

The best possible way to please a customer is to have what he wants, and not try to persuade him to buy what we want to sell—we want to sell everything—one as much as another—at ——.

It's a pleasure to buy at ——, partly because you are welcome to look and not buy, and partly because the selling is generous, too.

The sun runs our soda fountain. He makes people so thirsty that we could n't sell stale soda if we wanted to. There is nothing more refreshing on a hot day than cool, delicious soda, pure and wholesome. It steals through hot veins, and brings the thermometer down several degrees. What good soda really is, you'll never know until you've tried ours.

Soap goodness depends largely on the user's taste. Everybody wants pure soap. Most all makers make pure soap. That's the easiest part of soap-making. Anybody can do that. It's the combination of healthful properties, with just the right color and perfume, that taxes the maker's powers. Here in this store we are selling for 25c a box containing three cakes of the nicest soap you ever saw. The perfume is simply delightful. The boxes are handsome, and the soap is as pure and nice as we know anything about. It is our honest opinion that no amount of money will buy either a better or more delightfully perfumed soap. We have quite a supply, but we expect it to go quickly at the price—three cakes and a nice box for 25 cents. You can see it in our windows.

When a person is sick, the best and purest drugs are needed. Ordinarily, the question of price ought not to be thought about. But there is no reason for paying high prices when a reputable house sells for the lowest prices. —— years in the drug business is our record. Never a mistake of any sort has been made. Our record is perfect. That makes you safe when you come here, and our prices are always lower than any other druggist's.

Bicycle riders don't need to be told anything about stiff joints, bruises, and sprains. They know more about such things from experience than we can tell them. They know that stiffness and soreness are the only two drawbacks to the delights of wheeling. —— is said by those who ride bicycles to be the best thing in the world for curing soreness and stiff joints. Rub the limbs with it freely, and in the morning when you arise, you'll never have a twinge of pain. You'll feel like getting right on your wheel for another spin. —— destroys all pain, no matter what name the doctors give it. It destroys aches in the shortest space of time.

THE DRUG BOOK.

Your fingers need considerable care to keep them trim and neat. Little scissors, files, and sharp knives are necessary. It is simply out of the question to get along without them if you desire beautiful hands. A good manicure set furnishes every needful thing at a little cost. We have them as low as—, and the best sets cost \$—. We always carry a first-class stock.

Provide for toilet needs before you go away. It's bad enough to be "twelve miles from a lemon,"—what will you do when you go to the only store, and find they think cold cream and almond meal are things to eat?

The important thing to consider when you buy things in a drug store is purity. You ought not to think about price until you are sure about quality. This applies not only to drugs, but to everything else sold in a drug store. It applies to soap, perfume, cosmetics, powder, and a hundred other things. We have no desire to be known as "cheap druggists." We want the public to think of this store as a reliable place—a store where safety can always be depended upon, no matter what is purchased. But there is nothing extravagant about prices either. We sell the best things at as moderate prices as can be afforded. We never go so low that qualities must be lowered, and we never go so high that you can not afford to buy.

Whenever you buy anything in some other drug store, put down the quality and the price. Never mind how low you think the price, or how high you believe the quality to be. Never mind what the druggist tells you. Then come here with your notes. Compare the qualities and prices with ours. Just for the sake of argument, we will admit that the qualities are as high as ours, but we know our prices will be found lower.

AN UPRIGHT MAN.—We do not refer to a man's upright character or upright business methods. We are speaking about his physical uprightness. Nature is partial. To some people she gives perfect form or figure, while others are stoop-shouldered and bent. We supply what nature denies. We sell Shoulder Braces. We sell the most comfortable kind. We sell Braces that actually brace a person up. Prices are not so very high either.

We offer our customers safety and economy. Safety is the result of selling the highest grade of drugs and sundries that any druggist can get. Economy results from our small prices. You can't go anywhere else in the world and find better things than we sell. You can't go anywhere else and find prices as low as ours. That is a great combination—safety and economy. What more could a person want?

THE DRUG BOOK.

It used to be a great deal of bother for a lady to curl her hair. Now it is almost a pleasure. All you need is a little heater for your curling irons. Strike a match, and you have a fire. A puff, and it's out. We sell these little helps for — c. A real good alcohol lamp costs only — c if you buy of —.

Do you notice? We say very little about the prices — at ——. Every one knows that they are low — our competitors think they are cruelly low. Very well, if you know all about it, why should we waste your time in reading about it.

It is absolutely impossible for anybody to carry a higher grade of drugs and sundries than we carry. There is nothing better than the best — and we handle the best things only. Our prices straight through the store are lower than you'll find anywhere else. It is n't a question of qualities at all. If you buy here, we'll save you money on every single thing or on any dozen things you buy. That's the beginning and end of the whole matter.

This is the season to get ready for summer complaint. It is decidedly wiser to pay twenty-five cents in getting ready than to suffer great distress and pain and pay big doctor's bills by neglect. The way to prepare is to buy a bottle of ——. Better buy it right now. All forms of summer complaints have a disagreeable habit of coming when you're not thinking about them. Often they come at night when doctors are in bed and drug stores are closed.

Don't rush off to the dentist and have your aching teeth pulled. Keep your teeth as long as you can. They are better than artificial ones. The way to do is to first stop the aching, and then let the dentist attend to the decayed parts. — is a remedy that stops tooth-ache or any other kind of ache. It heals burns, sores, bruises. It drives away any sort of pain, and smiles and happiness come back again. It is believed to be the quickest destroyer of pain that any chemist ever invented.

We are here to give our patrons what they want. We do not try to induce them to take something else. If a sufferer wants Hood's Sarsaparilla, he gets Hood's Sarsaparilla. He is not importuned to take our own make. We like to treat customers right. It is both pleasant and profitable. We have built up the largest drug establishment in the city by gratifying our patrons' wishes. There is no reason why everybody in — should not trade here. We can give them decidedly the best service, and our prices are fixed according to what things are worth.

THE DRUG BOOK.

A flask is like an umbrella: if you have a nice one it goes along, and you have it when you want it. Get it at ———, where you will see a lot of 'em.

Violet perfume is one of the most popular in the world. It is said that fifty per cent. of the most fastidious and personally exquisite women confine themselves to it, using it in sachet powder, soaps, toilet water, and creams. We have it and every other delightful odor that any other human being would possibly wish. Come here for the most lasting and best.

Nobody can be perfectly happy without good health. Half-sick men and women by the score go through life without knowing what their troubles are. Nearly always the source of sickness is found in impure blood and unstrung nerves. There are very few cases where these troubles should exist at all. The way to be well and strong and happy is to take our Sarsaparilla. It is a good tonic. Most all people ought to take it at this season of the year. It acts directly upon the blood and nerves. It makes sick people well.

A fine drink in the summer time is pure soda water. It is healthful and invigorating. Everybody can drink it without any bad effects. The important thing to remember is purity. There are all sorts of ways of making syrups. Sometimes the most injurious ingredients have a pleasant taste. Better come here for soda water. We have the most expert soda water man in America. He makes seventy-five different drinks — each the most delicious for somebody.

Sickness is nearly always unnecessary. There is absolutely no excuse at all for stomach troubles, skin diseases, or weakness of any sort. There is no excuse for impure blood. The person whose system has run down can build it up if he wants to. It's simply a question of taking our sarsaparilla. Diseases of all sorts are invited when the system is run down. In that condition it is unable to defend itself against attack. The man or woman who feels weak and tired without exerting strength ought to take our sarsaparilla. It is a wonderful blood purifier. It invigorates the health as no other medicine does. It is made of perfectly pure drugs and according to a scientific formula. A large bottle costs — cents. If you pay more you can not possibly get a better spring medicine. It is simply a question of wasting money.

We could keep store on brushes alone — we have perhaps a thousand different styles of brushes — at ———. If we shouldn't have 2,000 to 5,000 people a day for brushes alone we might be a little lonesome sometimes.

THE DRUG BOOK.

Most all druggists say: "Prescriptions carefully compounded." Maybe they are careful—each one of them. But we are careful three times over. Every prescription brought to us goes through the hands of three experienced prescriptionists before the medicine goes out of the store. Every item is examined, compared, re-examined, and re-compared. It is impossible to make a mistake. The drugs we carry are absolutely pure. We go straight to the manufacturer always. This does more than insure purity. It makes prices so low to us that we can sell the purest things at as small cost to you as common drugs cost elsewhere.

There are very few people who are perfectly well all the time. Sooner or later the stomach becomes deranged. The blood becomes thin and impure. The nerves become unstrung. People say they are "out of sorts." They get tired easily. Their heads ache. Energy seems to be all gone. They are not exactly sick, neither are they well. These people need a tonic. They need the best that anybody ever made. The best is ——, which restores perfect health. It enriches the blood, puts the digestive organs in order, builds up the nerves, and drives away nearly all human ailments. Get a large bottle here for \$——.

HOW TO GET WELL.—On going to bed take half a wineglass of —— . During the day take two more doses. In a very short time your blood will be pure, your appetite excellent, your nerves strong, your stomach and liver disorders all gone. It will make the people who take it, strong and well. Large bottle \$——.

—— is the surest remedy in the world for making pure blood, strong nerves, and a healthy stomach. It has been making sick people well for thirty years. It drives out all impurities from the system, and keeps them out. There is no excuse for pale, half-sick, tired-out men and women. Take this good medicine, and get well. We have it.

Manicure things—a short advertisement—means a good deal, though. You can't ask for a manicure thing that we have n't got a hundred times over—and prices are fair—at ——.

Our soda water is decidedly the best in town. Any woman who has sampled it, will tell you that. She will tell you that our method of serving soda is up-to-date and modern. It is drawn in thin glasses. It is as cold as ice can make it. It is sparkling and delightful. Best of all, the syrups are pure and wholesome. They are made right here in the store of the choicest fruits we can find.

THE DRUG BOOK.

Perhaps the best known paint in —— county is ——'s paint. We have sold it here at home for —— years. It gives extra good satisfaction because it is extra good paint. There is no way to make ——'s paint better. The best oil, lead, and other ingredients are used in making it, and it enjoys a fine reputation among the first-class painters of the country. Your house, or barn, or fence, or whatever you paint, will last longer and look better if you use ——'s paint. It is the most economical you can buy. There are cheaper grades sold, but you'll find that the lower you go in price, the more expensive it will be in the long run.

Why does —— sell more goods in hard times? — Because you are better buyers when money is scarce.

A baby is whatever its parents make it. If it gets proper attention and treatment, it is a jolly, laughing, good-tempered little angel. If it is neglected or mistreated — “look out for squalls.” In hot weather a baby ought to get the best attention. It is a particularly trying period for the little fellow. Its life depends on the food it gets. We sell all the reliable baby foods. There are some mothers who prefer one kind, and others another. We have Nestle's, —— and —— . Either is a perfect substitute for mother's milk, and is a complete food by itself. Each is wholesome and pure. All the other things are here to make baby's young life a pleasure and a round of happiness — toilet powder, soft chamois skin, dainty and pure soap, Castoria, delicate brushes, bottles, nipples, nursers.

If you knew how much care and attention we give to our soda water, you'd never buy a glass anywhere else. We see to it that everything is clean and pure. We look out for the things that you can't see inside the fountain. Last year many people said our soda was the best in town. This year we are trying to please them so well that they'll say “it is ever so much the best.” Try a glass. Good for the digestion and for the nerves. Delicious as a beverage besides. Peaches and cream, wild cherry phosphate, egg phosphates, and dozens of other delightful flavors.

Are you sure that you use the kind and grade of brush that you would prefer on seeing them all? No matter what use. They are all at —— no, they are not — we keep best and good enough, but not so bad as the average, maybe.

Good soda water tastes good — and it does good. It's delicious coolness steals all through the body — quiets the nerves, and tones up the stomach.

THE DRUG BOOK.

There is no way to make purer soda water than ours. There is no way to make it more wholesome or more appetizing. If ordinary soda water is a good drink, come here and see how surpassingly fine ours is. Every lady is furnished with a Japanese napkin, and the soda is served in those thin wafer-like glasses that add a delight to the drinking. Maybe our fountain is n't the finest on earth, but the sizzling beverages that come out of it are simply the best you can buy.

Every business man makes mistakes. He buys too much of some things and not enough of others. He can't tell what the demand will be. He has to guess at it more or less. This store has made a few mistakes. All of them have been put into one lot, and the prices marked down to a point where people can't ignore them. There is nothing the matter with the goods. The prices are low because a low price is better than no price at all.

We couldn't pick out a less important sort of merchandise — combs — but we sell 'em as if success were depending on combs — at ——. That's how we do whatever we do at all; except at first: we don't begin big always.

Drugs either kill or cure. They are either pure or impure. They are either fresh or stale. There is no half way about it. You go to a drug store with your prescription. You can't fill it yourself. You take what the druggist gives you. It is easy to see the importance of trading at the most careful drug store. There ought to be no hesitation about coming here, for we've a long record for doing things right, and using the best and purest of everything.

You've seen the word "best" a thousand times in advertisements. As a matter of fact, it is the most abused word in the English language. People use the word carelessly. When they say "best," they don't always mean it literally. They seem to use it with a string attached. The best drug store is the place where you get the most satisfaction. It is a place where the qualities are always right, no matter what the price. It is a place where you can depend absolutely on what you get. This is the best drug store in ——.

We can't afford to sell anything that is likely to be unsatisfactory. We can't afford to carry a single article in stock that isn't the best of its kind. Our profits come from giving satisfaction. We have built up a drug business that is a credit to the city, by seeing to it that our customers are satisfied. We don't want your money unless you think you have got its full value in goods.

THE DRUG BOOK.

There's no sparkle like the sparkle of our soda water. It sparkles as it bubbles out of the fountain, it sparkles in the glass, it sparkles all the way down your throat, and seems to put new life into you.

Everybody has troubles of some sort. Sometimes we can be of help to them. Not only in furnishing the articles needed for relief, but in furnishing them at prices below the ordinary. Especially is this true in the line of Rubber goods — all sorts — Syringes, Atomizers, Bed Pans, Air Cushions, Ice Bags, etc., etc. Our — cent two-quart Fountain Syringe, with three pipes, is the greatest value we have been able to find.

Oftentimes hot weather causes us to get careless or negligent of the food we eat, and how we eat it. Trouble ensues — Mother Nature rebels — cramps, colic — summer complaint — serious troubles unless relief is obtained at once. We know of no better remedy — no surer cure than —.

Helpful foods for convalescents and babies — Horlick's Malted Milk, Mellin's Food, Lactated Food. The infant's life hangs by a nerve thread during the hot weather. Impure or imperfect foods are very likely to sever that thread.

The little one's health and happiness depend upon the absolute perfection of its food. Baby's delicate stomach requires delicate treatment — all sorts of food won't do, and during the hot weather the danger is doubled, so double care is necessary. People who know most about children and children's needs recommend Mellin's Food.

The child's ill temper may be due to some physical ailment — some stomach trouble, some blood disorder. Whose duty is it to watch the child's health and provide remedies for its ailments? If we knew of a better medicine, we'd recommend it, but — Sarsaparilla — made by ourselves — is the very best remedy in the world for children, parents, everybody. Don't pay \$1 for Sarsaparilla, when the best is sold at half that price. — Sarsaparilla costs fifty cents for a large bottle.

These sweltering days are the most dangerous ones in the whole year. Grown people have a pretty hard time keeping well and healthy, but they're in no such danger as are the little ones whose delicate constitutions require the closest attention and can stand only certain kinds of nourishment. Much sickness and many deaths are caused by improper foods. The safest foods for convalescents and babies in hot weather are Horlick's Malted Milk, Mellin's Food, and Lactated Food. Science has found nothing better.

THE DRUG BOOK.

It's not the weather always that takes all ambition, energy, happiness from you. That low vitality is due to some other cause, and it must not be ignored or neglected. Neglect may prove serious in your case. It has in others. The best remedy is ——. We know just what is in it—just what it will do. We know that it makes the blood rich, and the nerves strong, and the digestion perfect. All combined make health. —— cents for a large bottle. We have it.

Too much ice-water, too much iced tea, or too much of various sorts of food taken while over-tired or over-heated, often causes much suffering—summer complaint—and there's no telling what summer complaint will do if it isn't checked. We recommend —— for all troubles classed as summer complaint. This remedy is the best there is, we really believe. If we thought there was a better one, we'd have it, you may be sure.

Keep away from "cheap" trusses. They are more likely to disable than to cure you. When you need a truss, you need it bad, and you can't afford to risk using any but the perfect one. You can afford to experiment in clothing and shoes, and such things, but when it comes to things of such vital importance as trusses—be cautious. The —— is far and away the best on the market. Satisfaction guaranteed. Let us show you the perfection of trusses.

Record of Advertising Contracts.

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Daily Sales and Advertising Record

A concise record of your daily sales and the daily cost of your advertising will be found invaluable. For this purpose the following twelve pages have been arranged. Very little time will be required to keep this record, the form being the simplest possible.

After you have kept it carefully for a few months, you will find that it will indicate with a good deal of certainty just what your advertising is doing for you.

The longer you keep it, the more interesting and valuable it will become, and the more incentive there will be to make each month's business exceed that of the preceding month, or that of the corresponding month of the preceding year.

Try it. Commence with yesterday's sales—not with to-morrow's.

LAST YEAR - JANUARY - THIS YEAR

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LAST YEAR - FEBRUARY - THIS YEAR

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 INCREASE (Sales), \$ DECREASE (Sales), \$

LAST YEAR - MARCH - THIS YEAR

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LAST YEAR - ~~AUGUST~~ - THIS YEAR

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LAST YEAR - OCTOBER - THIS YEAR

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LAST YEAR - NOVEMBER - THIS YEAR

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LAST YEAR — **DECEMBER** — THIS YEAR

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SEP 25 1899

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THE DRUG BOOK

By CHARLES AUSTIN BATES